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# Broadcasting Feb 11

Reaching over 117,000 readers every week 60th Year 1991

**TELEVISION / 23**
*Morning shows: Waking up to war; CBS revives 'Northern Exposure'*

**RADIO / 56**
*ABC Radio reorganizes, key staff promoted*

**WASHINGTON / 64**
*'92 budget proposes 'user fee' for FCC services; fee could produce up to $71 million*

**TECHNOLOGY / 73**
*SMPTE: All-digital video editing; HDTV cameras, sound, screens*

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STATION / CABLE TRADING 1990

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# THIS WEEK

### 27 / SEE SPOT FALL

Auto industry woes and advertiser skittishness over war coverage are contributing to bearish predictions for first-quarter spot, with advertisers cancelling or postponing buys. "I can't imagine that January is not a disaster for everyone," commented one TV group owner.

### 28 / WAR WATCH

While other networks are trying to get to Baghdad, ABC has already gotten visas and is contemplating whether and how to report from there. Peter Arnett and CNN are increasingly coming under fire from the Hill and the public for Iraqi-censored reports.

### 30 / NECK AND NECK

NBC recorded its third consecutive third-place finish in the prime time ratings race. ABC and CBS are looking for more of the same, while NBC, still ahead by a nose in the season race, sees its recent performance as an anomoly attributable in large measure to atypical factors such as war coverage fallout, Super Bowl and sweeps specials.

### 30 / ALL IN FAMILY

Tribune Entertainment's *Geraldo* and *The Joan Rivers Show* have moved to Tribune-owned WPIX-TV in New York. Prior to the deal, time slots for the programs on incumbent stations WCBS-TV (*Geraldo*) and WNBC-TV (*Joan Rivers*) were in question as the market prepares for next fall's crowded lineup of new talk shows.

Station/cable sales 1990: Tough year for traders (page 57)

### 31 / TO PAY OR NOT TO PAY

Cable industry is divided over a Turner plan to enlist operator help in defraying the cost of CNN's war coverage, with Turner apparently prepared to go ahead with the proposal once it secures a comfortable majority.

### 32 / SURVEYING SALARIES

Just-released results of the annual Radio-Television News Director's Association salary survey show most television and radio news salaries lagged behind the cost of living in 1990. The biggest salary gains were made by news staffers at independent TV and major market radio stations, while the biggest drop was among small market radio news directors.

### 34 / LOOKING AHEAD

At an IRTS panel in New York, industry executives talked about the media's future. One thing that doesn't appear to fit into NBC's larger plans is Sky Cable.

### 37 / SPECIAL REPORT: STATION/CABLE TRADING

With broadcast and cable prices plummeting last year, brokers point to economic recession as the cause and industry shakeout as the expected effect. Buyers and sellers of broadcast and cable properties are finding it increasingly difficult to acquire financing. However, there is cautious optimism for a comeback in 1991 for both the cable and broadcast industries.

### 52 / MORNING REPORT

Persian Gulf news has forced the network morning shows to scrap their traditional approaches to the February sweeps. War-related ratings for the programs last week were still outpacing 1990, although the numbers continued to drop from their Jan. 17 peak.

### 53 / MORE 'EXPOSURE'

As difficult as it is in today's network arena for a new show to succeed, *Northern Exposure*, created and produced by Joshua Brand and John Falsey, has taken an even tougher route than normal to make it to its second go-around on CBS.

### 58 / NEWS BOOST

The war gave news-formatted radio an increased overall share of listeners during January, according to analysis by Birch Scarborough Research. The share for the top-10 market news stations increased by an average 66%.

### 60 / SPORTS TALK

SportsChannel America is looking into the sports news business, attractive because of its low cost and differentiation from other services.

## 61 / EXTENDED FAMILY

Family Channel plans to launch a UK service and is exploring other overseas channels.

## 61 / SADDLE SORES

Cowboy Channel, which has been looking for equity investors, has put launch on hold.

## 62 / FUNNY BUSINESS

Operators are awaiting word on particulars of comedy cable service resulting from merger of HA! and The Comedy Channel.

## 64 / PRESIDENTIAL BUDGET

President Bush's fiscal 1992 budget calls for the establishment of an annual fee for FCC services. The so-called user fee would bring in up to $71 million in addition to filing and application fees the FCC now charges.

## 65 / KUDOS FOR FCC REFORMS

Applications are moving through the FCC more quickly these days, thanks in large part to changes implemented by Mass Media Chief Roy Stewart. Those changes have included delegating some of the FM Branch's responsibility to the TV and LPTV branches of the Video Services Division, and filing applications and fees at a lockbox bank in Pittsburg.

## 66 / TEEN PROGRAMING OVERSEAS

NBC is pitching foreign broadcasters on a one-hour teen-targetted programing block made up of two NBC-produced half-hours: *Saved by the Bell* and *Guys Next Door.*

'Sarah, Plain and Tall' boosted CBS's prime time fortunes (page 30)

## 67 / FOURTH-QUARTER BLUES

The fourth-quarter went out with a whimper as the recession took its toll on broadcasters' bottom lines.

## 69 / GROUP GROWTH

Numerous TV groups have been formed over the past two years, particularly among UHF broadcasters, according to an NAB study.

## 72 / FACING THE NATION

Pentagon spokesman Pete Williams has a tough job. He has to keep both the military and the media happy. So far, the former broadcast journalist seems to be meeting that challenge and has won the admiration of reporters on the beat.

## 74 / DIGITAL DETROIT

Paper sessions and panels on all-digital video production and simplified digital interfaces were the highlight of the Society of Motion Picture and Television Engineers' 25th Television Conference in Detroit. Advances in audio, camera and flat-panel display technology for HDTV were also announced during the two-day meeting.

## 76 / WORLDNET ABROAD

Worldnet, the federal government's global television network, plans to expand its services to Latin America, the Soviet Union and Eastern Europe. At the same time, Worldnet will coordinate an international satellite teleconference interconnecting interested parties in advance of this year's National Association of Broadcasters annual convention. Worldnet also has begun to arrange a similar teleconference for NATPE International next year.

## 95 / A WORLD OF CELS AND SHELLS

From "yabba dabba doo" to "cowabunga," veteran artist and distributor Fred Wolf has put his stamp on television animation. His company's most notable offering, the "Teenage Mutant Ninja Turtle" crew, is a hit in syndication and on CBS and has proved a drawing card for other business.

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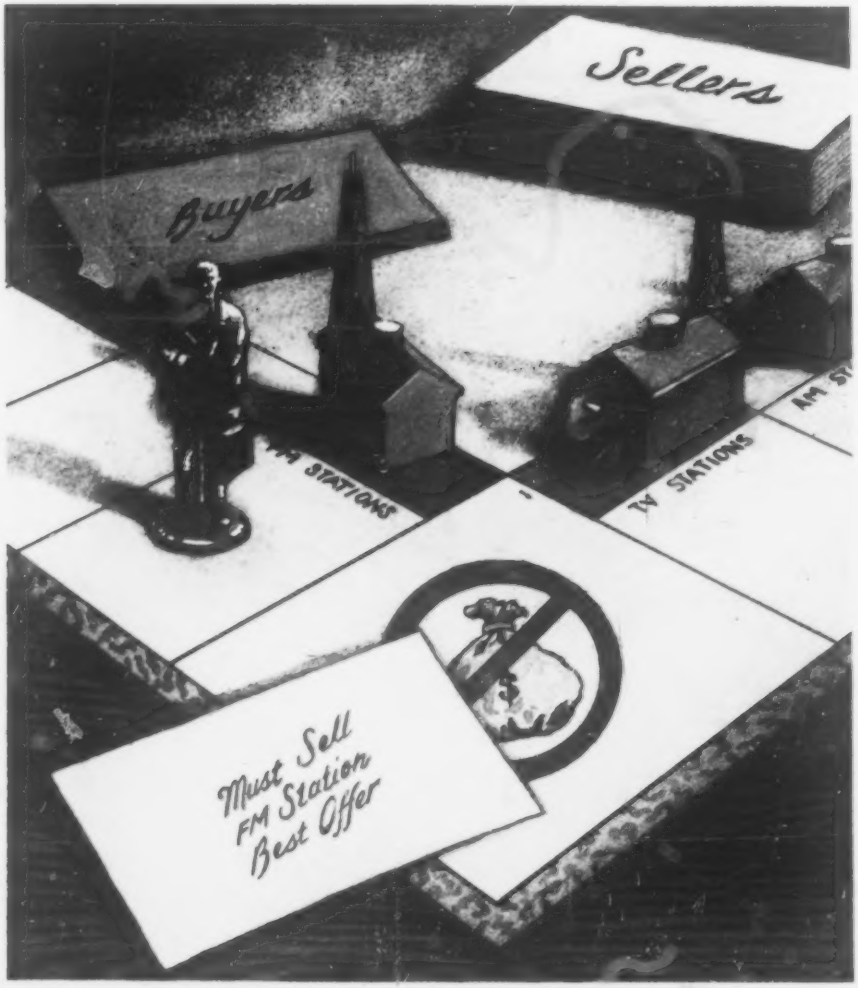
# SPECIAL REPORT




## STATION TRADING 1990: PICKING UP THE PIECES

*Total dollar volume of station sales fell to $1.98 billion, off 39% from 1989; station prices continued to fall for all but FM's, which showed modest 2% gain*

A year ago, brokers were bracing for a tighter, leaner market, and they got it.

With prices in 1990 continuing the slide begun in 1989, it was, as broker Bob Mahlman Jr., Mahlman Co., put it, another year of "massive devaluation of [broadcast] properties."

The total dollar volume of station sales was off 39%, falling from $3.24 billion in 1989 to $1.98 billion last year, according to BROADCASTING. But, more important, the average price of most classes of stations also fell. AM's, down 52%; AM-FM combos, down 21% and TV's 34%. Only FM's showed a gain, and it was slight, at 2%.

Prices during the late 1980's, said Norman Fischer, president of Norman Fischer & Associates, "escalated beyond reason, [but they have] come down

with a bang."

"The market is shaking out," said Todd Hepburn, of the Ted Hepburn Co. "It's back to reality."

And "reality," by most estimates, is not pretty. Even the most optimistic observers think that the earliest the market will begin to show signs of life is the third quarter. The less optimistic say the next upward swing will not occur until early 1992.

The market has gone sour, said Frank Kalil, president of Kalil and Co., because of "the availability, not the cost, of capital." And that is due, in part, he said, to the inability of either broadcasters or lenders to predict advertising revenues.

"There were some cataclysmic events that severely jolted the market," said Richard Blackburn, president of Blackburn & Co., citing tktktkt. As a result, prices plummetted, and 1990 rumbled with the resulting explosion of foreclosures, bank workouts and stations in technical default. In fact many stations bought two, three or four years ago were sold in 1990 for less than they were bought for. In many cases, said Mahman, "sellers tried to work a deal that hurt the least."

That the total number of deals increased in 1990 may have been just another sign of the poor market. Many sales were distress and receiver sales, especially in smaller markets. Ray Rosenblum, a Pittsburgh-based regional broker, said that he has done more deals this year than in years past. "I'm getting more requests for appraisals from owners who have to satisfy bankers. Even banks are calling in and checking my appraisals." This year, Rosenblum said, he has sold several stations that are off the air and fears that there may be an increase in the auctioning of properties.

One would think that with values declining, potential buyers would be anxious to capitalize. However, the "perception gap" between buyers and sellers has kept the market sluggish, and even those who are openly shopping for properties have chosen to play the waiting game. Another factor: while the senior lending credit crunch has been well documented, the contraction of subordinated lenders and venture capital firms also impacted heavily on the market. Buyers have to come up with more equity to make deals happen, and sellers have to lower demands or be prepared to take back paper.

Although brokers have been forecasting the decline for the last two years, their foresight did not prevent two major firms—Americom and Chapman Associates—from closing, and several other firms from scaling back operations and moving offices out of cities and to the suburbs.

Compounding problems is the fact that many stations were refinanced for the second time in 1990. There is little chance that those stations will be given a third try. But more importantly, there does not seem to be any money for those stations that need to refinance their debt for the first time (which was a common practice). They "kind of plugged the holes," said TV broker Howard Stark.

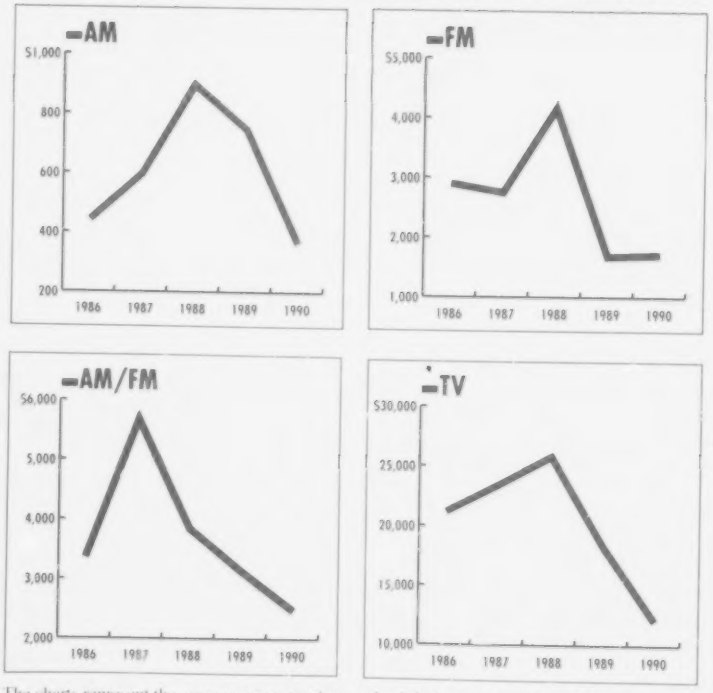
If there is a positive side to the current environment, many say, it is that "turnaround" deals that helped create artificially high prices during the boom died in 1990. A turn-around deal was essentially an investor buying a station almost entirely on principal-deferred debt (typically interest only is paid for the first two, three or four years of the loan's life) during a high inflation, high growth period. The investor cut costs (often by massive reductions in staff), then sold the station before the principal was due. If the station's value rose by 10%-20% a year, which it most likely did during the boom, and the investor was able to maintain or increase short-term revenues while decreasing costs, the investor could have made a fortune. Although turn-arounds were good for the investor (if he got out before the end of 1989), they usually left the station in a weakened position.

In the coming year, brokers are expecting a slight increase in the number of transactions, although there probably will not be a corresponding increase in prices. The big "if" in this is the banks. With some redefinition of HLT's and bank reserve limits, there could be more money for senior financing.

"The crux of the matter," said Don Bussell of Questcom Radio Brokerage, "is will the government ease up on the HLT guidelines and allow banks to become more active in our industry once again."

But if the banking crisis worsens, and the economy slips into a deeper recession as a result of it, the market's prob-

## BROADCASTING'S WANING AVERAGES




The charts represent the average prices (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and TV stations over the past five years, according to sales data collected by BROADCASTING. Stations sold as part of group deals are not included in averages due to unavailability of individual prices.

lems could continue. Few expect ad revenue growth in the coming year, citing the economic recession and the war as primary factors. But Mahlman cautions that "buyers are making a mistake if they are waiting for prices to drop any further."

And some believe, with an easing in banking regulations, banks may be able to lend as much as half or one multiple more to help create some cushion. Instead of having a strict policy not to lend above, say, four times cash flow, a lender may be willing to lend 4 1/2 or five times cash flow. It may help them protect their deals. Bankers, the brokers believe, are re-educating themselves to the peculiarities of broadcast properties.

If there is to be any easing of banking regulations, it will not happen until Summer 1991 at the earliest. Some cable operators, according to one regional banker, have been lobbying to get the definition of HLT's loosened. Examiners are possibly going to be under instructions to ease up on interpretations of HLTs, he said. They may make more loans, but the loans will be considerably more conservative than in the past, he said, adding: "Get used to the new reality."

The banks, still hurting from real estate loans that are not performing, have not been particularly hurt by broadcasting. Said one banker: "It was not broadcasting, but if you have a whole bunch of nonperforming loans you have to constrict yourself, and communications often times is not considered a bread and butter industry."

Although the banks may loosen a little, not all brokers are counting on that to signal a turnaround. The recent drop in interest rates will take some of the pressure off people with a floating-rate debt, but radio broker Gary Stevens does not think that will be enough. What Stevens is starting to see more of are workout situations where someone with a strong balance sheet can assume some debt and take over a property. And although seller paper is being used more often, Stevens said, deals that include pre-negotiated seller paper are few and far between. "You see it at deadline when the buyer is short a million," he said. As for the year ahead Stevens expects a continued, protracted period of inactivity. "I can get listings all day long, but I can't sell so I won't take them," he said.

However, a more optimistic Dean Meiszer, president of R.C. Crisler Co., said the 1% drop in interest rates will have an immediate impact on stations, especially those highly leveraged. For many stations, he said, the drop will help offset reductions in network compensation and advertising revenues. He said any drop in costs will help stations "to meet their projections."

Randy Jeffery of Media Venture Partners has also seen the banks "get in touch with the climate under which buyers are willing to buy today."

Perhaps in response to the credit crunch and changes in their own regulation, commercial credit companies like AT&T Commerce Finance and Chrysler Capital Corp. have set up media departments. Jeffery is also looking for a possible infusion of foreign money into the marketplace.

Bill Steding of Star Media agrees that alternative financing is key. "Now, almost no new senior debt financing is available through U.S. commerical banks. You've got to go to commercial finance companies, foreign banks, and the sellers themselves," with the goal of creating as close to a cashless transaction as possible. If you can create that circumstance, where just paper (in the form of debt) changes hands, said Steding, your chances of closing a deal will increase 200%.

But Fischer, like many, believes "the slow spell will continue until the lending environment loosens up." He said he "sees no sign of it" happening in 1991.

Kalil said before the war broke out, he expected the market to begin improving by the third quarter. But now he is not so sure, he said. "Ending of the war will have a great deal to do with our recovery," he said. Nevertheless, he is "bullish on the future."

Weathering 1991 seems to be the key. Most brokers believe 1992, with the revenue boosts from the elections and the Summer Olympics in Barcelona, will bring back at least a semblance of the 1980 boom years. —PJS,JF

**STATION AVERAGES 1989-90**

| Type | 1990 | 1989 | % chng |
|---|---|---|---|
| AM | 363 | 745 | (52%) |
| FM | 1,705 | 1,672 | 2% |
| AM-FM | 2,476 | 3,132 | (21%) |
| TV | 12,016 | 18,326 | (34%) |

*Chart represents average price of sales (in thousands of dollars) approved by FCC, by not necessarily closed. Transfers involving little or no consideration excluded in calculating averages. Also excluded were stations in group deals due to unavailability of individual prices.*

# CABLE: WHERE THE ACTION WASN'T IN 1990

*Daniels leads in deals that closed this year, which were largely holdovers from 1989*

Cable system dealmaking was notable for its absence in 1990, with the financial crisis in the lending markets bringing trading to a virtual halt.

The deals getting done in 1990 were largely completions of those that began in 1989. BROADCASTING identified only four cable deals with 10,000 or more subscribers originated in 1990, with the largest being a refinancing involving Colony and Palmer [160,000 subscribers].

In straight system deals that originated in 1990, Cencom purchased Insight systems near St. Louis serving 72,000 subscribers; Continental purchased two Massachusetts systems from Colonial Cable that served 20,000 subscribers and Tele-Communications Inc. bought several Pennsylvania systems serving 16,800 subscribers from Susquehanna Broadcasting.)

Because so few deals were being done, the per-subscriber price for cable systems was all over the map, ranging from $1,500 to $3,000 per subscriber. A better figure to determine the value of the market, say brokers, is the multiple of cash flow. It is now pegged at between nine and 11, which is lower than the go-go days of the late 1980's, but holding up better than those figures on the broadcast side, cable brokers say.

The market is slowly returning, with brokers saying there are enough deals in the pipeline to make 1991 a respectable year, given the new environment in which each is operating.

Brokers are cautiously optimistic about 1991 because they see players readjusting to the new economic climate. Several reported that sellers have become more "realistic" on appraisals of

# 37 YEARS OF STATION TRANSACTIONS

*Dollar volume of transactions approved by FCC (Number of stations changing hands)*

| YEAR | RADIO ONLY | GROUPS* | TV ONLY | TOTAL |
|---|---|---|---|---|
| 1954 | $10,224,047 (187) | $26,213,323 (18) | $23,906,760 (27) | $60,344,130 |
| 1955 | 27,333,104 (242) | 22,351,602 (11) | 23,394,660 (29) | 73,079,366 |
| 1956 | 32,563,378 (316) | 65,212,055 (24) | 17,830,395 (21) | 115,605,828 |
| 1957 | 48,207,470 (357) | 47,490,884 (28) | 28,489,206 (38) | 124,187,660 |
| 1958 | 49,868,123 (407) | 60,872,618 (17) | 16,796,285 (23) | 127,537,026 |
| 1959 | 65,544,653 (436) | 42,724,727 (15) | 15,227,201 (21) | 123,496,581 |
| 1960 | 51,763,285 (345) | 24,648,400 (10) | 22,930,225 (21) | 99,341,910 |
| 1961 | 55,532,516 (282) | 42,103,708 (13) | 31,167,943(24) | 128,804,167 |
| 1962 | 59,912,520 (306) | 18,822,745 (8) | 23,007,638 (16) | 101,742,903 |
| 1963 | 43,457,584 (305) | 25,045,726 (3) | 36,799,768 (16) | 105,303,078 |
| 1964 | 52,296,480 (430) | 67,185,762 (20) | 86,274,494 (36) | 205,756,736 |
| 1965 | 55,933,300 (389) | 49,756,993 (15) | 29,433,473 (32) | 135,123,766 |
| 1966 | 76,633,762 (367) | 28,510,500 (11) | 30,574,054 (31) | 135,718,316 |
| 1967 | 59,670,053 (316) | 32,086,297 (9) | 80,316,223 (30) | 172,072,573 |
| 1968 | 71,310,709 (316) | 47,556,634 (9) | 33,588,069 (20) | 152,455,412 |
| 1969 | 108,866,538 (343) | 35,037,000 (5) | 87,794,032 (32) | 231,697,570 |
| 1970 | 86,292,899 (268) | 1,038,465 (3) | 87,454,078 (19) | 174,785,442 |
| 1971 | 125,501,514 (270) | 750,000 (2) | 267,296,410 (27) | 393,547,924 |
| 1972 | 114,424,673 (239) | 0 (0) | 156,905,864 (37) | 271,330,537 |
| 1973 | 160,933,557 (352) | 2,812,444 (4) | 66,635,144 (25) | 230,381,145 |
| 1974 | 168,998,012 (369) | 19,800,000 (5) | 118,983,462 (24) | 307,781,474 |
| 1975 | 131,065,860 (363) | 0 (0) | 128,420,101 (22) | 259,485,961 |
| 1976 | 180,663,820 (413) | 1,800,000 (3) | 108,459,657 (32) | 290,923,477 |
| 1977 | 161,236,169 (344) | 0 (0) | 128,635,435 (25) | 289,871,604 |
| 1978 | 331,557,239 (586) | 30,450,000 (5) | 289,721,159 (51) | 651,728,398 |
| 1979 | 335,597,000 (546) | 463,500,000 (52) | 317,581,000 (47) | 1,116,648,000 |
| 1980 | 339,634,000 (424) | 27,000,000 (3) | 534,150,000 (35) | 876,084,000 |
| 1981 | 447,838,06 (625) | 78,400,000 (6) | 227,950,000 (24) | 754,188,067 |
| 1982 | 470,722,833 (597) | 0 (0) | 527,675,411 (30) | 998,398,244 |
| 1983 | 621,077,876 (669) | 332,000,000 (10) | 1,902,701,830 (61) | 2,854,895,356 |
| 1984 | 977,024,266 (782) | 234,500,000 (2) | 1,252,023,787 (82) | 2,118,056,053 |
| 1985 | 1,414,816,073 (1,558) | 962,450,000 (218) | 3,290,995,000 (99) | 5,668,261,073 |
| 1986 | 1,490,131,426 (959) | 1,993,021,955 (192) | 2,709,516,490 (128) | 6,192,669,871 |
| 1987 | 1,236,355,748 (775) | 4,610,965,000 (132) | 1,661,832,724 (59) | 7,509,154,473 |
| 1988 | 1,841,630,156 (845) | 1,326,250,000 (106) | 1,779,958,042 (70) | 4,947,838,198 |
| 1989 | 1,148,524,765 (663) | 533,599,078 (40) | 1,541,055,033 (84) | 3,235,436,376 |
| 1990 | **868,636,700 (1045)** | **411,037,150 (60)** | **696,952,350 (75)** | **1,976,626,100** |
| TOTAL | $13,521,780,175 | $11,664,993,066 | $18,382,433,153 | $43,569,206,394 |

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1985, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.

their properties.

What happened—or didn't happen—in 1990, is tied directly to the problems in the financial markets, said John Waller, chairman of Waller Capital. The economy and reregulation concerns affected those markets, but the highly leveraged transaction (HLT) situation was by far the major factor shutting off loan money.

Nonetheless, Waller is sanguine about 1991. "Last year at this time [the financial situation] was unraveling week to week," he said. It took three to four months to bottom out and "now we've had nine months of adjustment," he said.

"There is a glimmer of activity," Waller said, as old line buyers such as Tele-Communications Inc. return. "Sellers are more realistic," he said, as both sides have readjusted to a new way of doing business. Although the debt market hasn't returned, said Waller, equity has.

"I don't foresee the economy and bank [situation] changing any time soon," said Waller, who sees little hope in gaining a cash-flow definition for HLT's, although there may be a change in the qualitative value of loans by regulators. The financial markets may not return to their late 1980's vigor until the mid 90's, said Waller.

Still, Waller said he sees a lot of opportunity in the cable business, with upsides in penetration and revenue per subscriber. Among new trends Waller has seen are systems changing hands and the debt staying in place. He's also seen a number of deals where the buyer has initiated the sale, retaining brokers to find them a property to buy.

As for system prices, Waller said they vary widely, but the best evaluation continues to be 10 to 11 times cash flow.

Waller is presently brokering the Staten Island deal, along with a number of systems totaling 150,000 subscribers.

> *"I think the big guys are going to return [to the market] but they are going to be selective."*
>
> **–Phil Hogue**

Like other brokers, Waller has branched out. The company is handling the sale of Microband, the wireless cable operation, and is raising money for a UK cable operation and for the Sci Fi Channel.

CEA President Don Russell points out that HLT's weren't as big a problem as were the changes the HLT classification caused for banks. Because of the HLT requirements, good loans that were being repaid were automatically reclassified as substandard, he said, forcing banks to increase their reserves. Increasing their reserves led to lower profits and took the liquidity out of the market.

Russell believes that by 1992-93, bank lending will loosen up, although it will not be as aggressive as the 1988-89 period. He also thinks that although the subordinated debt market will return, it will not reflect the vigor of 1988-89.

Russell said per-subscriber prices may return to previous levels, but not at the same multiple. He said nine to 11 times cash flow is still a good yardstick, but "I don't see it breaking out on one side or the other."

As for 1991, Russell said "some of the sellers are a little more realistic in their appraisals." He also said CEA is seeing an increase in the number of limited partner liquidations.

CEA is brokering the United Artists Oakland, Mich., system, outside Detroit. It serves 85,000 subscribers, and UA, as general partner, is considered a potential bidder for the limited partners' share. CEA also is repping Encom's 45,000 subscriber system near Detroit.

CEA is brokering another UA general limited partnership near Los Angeles, serving 35,000 subscribers, as well as neighboring systems that would add 20,000 subscribers to that count. CEA also is repping the sale of Telesat's 50,000-plus subscriber system in Florida.

Phil Hogue, chairman of Daniels & Associates, said 1991 has started reasonably well for the company, as its diversification is paying off. Five deals closed in January, he said, although only two involved cable. Overall Daniels has more than 100 potential deals in the pipeline, as much as it has ever had, said Hogue, although not all of them will be completed. Slightly less than half are pure cable system deals, he said, with the others either cable or mobile communications financing or miscellaneous deals. "If you have some diversity, you can still have a pretty good year," Hogue said, even without a blockbuster deal, which had been the norm in the late 1980's.

Hogue said buyers are also more realistic, as they realize their return on investment will not be as high as in past years. A deal based on 12 times next year's cash flow could have been done in the past with senior and subordinated debt covering 75% of the price and equity the other 25%, said Hogue. Now that the subordinated debt market is gone, that same deal might only go for 11 times cash flow, and the buyer will have to put up 35% to 40% in equity, forcing them to lower their return on investment expectations.

But Hogue, like others, is optimistic about 1991. "I think the big guys are going to return" to the market in 1991, said Hogue, "but they are going to be selective."

Daniels said it closed 24 deals worth $1.35 billion in 1990, as well as six cable financings worth $382 million. Last year, CEA did 27 deals worth $503 million, with $445 million of it in straight cable transactions. Waller closed 10 deals worth $497 million.

In addition, the brokers have ventured into other areas, principally in cable financing, but also in broadcast television financing, cable programing repping, UK cable systems fund raising and wireless cable. CEA is, for instance, financing television stations as well as cable systems, and has $150 million worth of broadcast TV financing in the works. –MS

W. John Grandy
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# THE MILLION DOLLAR (AND UP) DEALS OF 1990

BROADCASTING's weekly tracking of station trading turned up the following deals of at least $1 million approved by the FCC in 1990. The list includes some stations that were approved but, for one reason or another, may not have closed.

## GROUPS

***Price:*** **$120 million**
**WATL(TV) Atlanta; WXIN-TV Indianapolis and WTOP(AM)-WASH(FM) Washington**
***Seller:*** Outlet Communications
***Buyer:*** Chase Broadcasting of Washington

***Price:*** **$100.5 million**
**KJOI-FM Los Angeles, KHOW(AM)-KSYY-FM Denver**
***Seller:*** Command Communications Corp.
***Buyer:*** Viacom Broadcasting

***Price:*** **$68.5 million**
**KSMG-FM Seguin, KTRH(AM)-KLOL(FM) Houston, both Texas**
***Seller:*** Rusk Corp.
***Buyer:*** Jacor Communications Inc.

***Price:*** **$56 million**
**WTWO(TV) Terre Haute, Ind.; WRBL(TV) Columbus, Ga., and KQTV(TV) St. Joseph, Mo.**
***Seller:*** Columbus Broadcasting Co.
***Buyer:*** TCS Television Partners

***Price:*** **$37 million**
**WCGV-TV Milwaukee, Wis., WTTO(TV) Birmingham, Ala.**
***Seller:*** HR Broadcasting Corp. of Milwaukee Inc.
***Buyer:*** Abry Television Ltd.

***Price:*** **$30.45 million**
**KVEO(TV) Brownsville, KPEJ-TV Odessa and KWKT-TV Waco, all Texas**
***Seller:*** SWMM Brownsville Corp.
***Buyer:*** Associated Broadcasters Inc.

***Price:*** **$29.75 million**
**WMJI-FM Cleveland and WYHY-FM Nashville**
***Seller:*** Jacor Communications Inc.
***Buyer:*** LBI of Cleveland Inc.

***Price:*** **$14.5 million**
**WTTB(AM)-WGYL(FM) Vero Beach, Fla.; WQRC-FM Barnstable, Mass.**
***Seller:*** Treasure Coast Broadcasting Co.
***Buyer:*** Sea Coast Broadcasting Co.

***Price:*** **$14.215 million**
**WIIB(TV) Bloomington, Ind.; WBFF-TV Baltimore; WTTE-TV Columbus, Ohio, and WPTT-TV Pittsburgh**
***Seller:*** Julian S. and Carolyn C. Smith
***Buyer:*** David D. Smith

***Price:*** **$11.635 million**
**WEJZ-FM Jacksonville, Fla., WBEZ-FM Tulsa, Okla.**
***Seller:*** Win Communications Inc.
***Buyer:*** Renda Broadcasting Corp.

***Price:*** **$10.7 million**
**WABY(AM)-WKLI(FM) Albany, N.Y., WUTQ(AM)-WOUR(FM) Utica, N.Y.**
***Seller:*** Premier Broadcast Group Inc.
***Buyer:*** Paul N. Bendat

***Price:*** **$8.85 million**
**WSOK(AM)-WAEV(FM) Savannah, Ga.; KNAN-FM Monroe, La., and WKXI(AM)-WTYX(FM) Jackson, Miss.**
***Seller:*** Bay Communications Inc.
***Buyer:*** Opus Media Group Inc.

***Price:*** **$7.55 million**
**KSAS(TV) Wichita and KAAS(TV) Salina, both Kansas**
***Seller:*** Channel 24 Ltd.
***Buyer:*** Clear Channel Communications Inc.

***Price:*** **$5,612,499**
**WTSJ(AM) Cincinnati; WCCD(AM) Parma, Ohio; WFEL(AM) Towson, Md.; KKIM(AM) Albuquerque, N.M., and KFEL(AM) Pueblo, Colo.**
***Seller:*** American Sunrise Communications
***Buyer:*** Guardian Communications Inc.

***Price:*** **$5.274 million**
**KZTR(AM) Santa Paula and KZTR(FM) Camarillo, both California, and KZNT-FM Provo, Utah**
***Seller:*** Golden Bear Broadcasting Inc.
***Buyer:*** Golden Bear Broadcasting of Ventura Inc.

***Price:*** **$3.79 million**
**WIOA(FM), WIOB(FM) and WIOC(FM), all San Juan, P.R.**
***Seller:*** Glorycap Investment Fund Inc.
***Buyer:*** Alfred R. De Arellano III

***Price:*** **$3.65 million**
**WIGO(AM) Atlanta and WEBB(AM) Baltimore**
***Seller:*** Brunson Broadcasting Co. of Maryland
***Buyer:*** Allied Media of Maryland Inc.

***Price:*** **$1.3 million**
**KGCI(AM) Marshalltown and KGCI(FM) Grundy Center, both Iowa, and KZJB-TV Newton, Iowa**
***Seller:*** MTN Broadcasting Inc.
***Buyer:*** FM Iowa Inc.

Frank Boyle
Radio/TV

Jim Boyle
Cable

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# TVs

## ALABAMA

**WCAJ(TV) Birmingham**
*Seller:* Celtic Media Inc.
*Buyer:* Krypton Broadcasting Corp.
*Price:* **$3.6 million**

**WZDX(TV) Huntsville**
*Seller:* Community Service Broadcasting, debtor in possession.
*Buyer:* Huntsville Television Acquisition Corp.
*Price:* **$6.1 million**

**WMCF(TV) Montgomery**
*Seller:* Word of God Fellowship Inc.
*Buyer:* Sonlight Broadcasting System Inc.
*Price:* **$1.1 million**

## CALIFORNIA

**KSMS-TV Monterey**
*Seller:* Schuyler Broadcasting Corp.
*Buyer:* KSMS-TV Acquisition Ltd.
*Price:* **$2.6 million**

**KSLD(TV) Riverside**
*Seller:* Sunland Broadcasting Co.
*Buyer:* Fouce Amusement Enterprises Inc.
*Price:* **$3.575 million**

**KUSI-TV San Diego**
*Seller:* University Television Inc.
*Buyer:* San Diego's Fifty One Inc.
*Price:* **$17 million**

**KICU-TV San Jose**
*Seller:* Ralph C. Wilson Industries Inc.
*Buyer:* KICU Inc.
*Price:* **$34 million**

**KFTY-TV Santa Rosa**
*Seller:* Sonoma Broadcasting Inc.
*Buyer:* KFTY Broadcasting Inc.
*Price:* **$2.25 million**

## FLORIDA

**WNFT(TV) Jacksonville**
*Seller:* North Florida 47 Inc.
*Buyer:* Krypton Broadcasting Corp.
*Price:* **$3.3 million**

**WMBB(TV) Panama City**
*Seller:* Buford TV Inc. of Panama
*Buyer:* The Spartan Radiocasting Co.
*Price:* **$10.4 million**

## LOUISIANA

**WWL-TV New Orleans**
*Seller:* Loyola University
*Buyer:* Rampart Operating Partnership
*Price:* **$102.85 million**

## MASSACHUSETTS

**WFXT-TV Boston**
*Seller:* Fox Television Stations Inc.
*Buyer:* Boston Celtics Communications Inc.
*Price:* **$10 million**

## MISSOURI

**KBSI(TV) Cape Girardeau**
*Seller:* Cape Girardeau Family TV Inc.
*Buyer:* Engles Communications Inc.
*Price:* **$3 million**

**KODE(TV) Joplin**
*Seller:* Gilmore Broadcasting Corp.
*Buyer:* Roger A. Neuhoff
*Seller:* **$10.75 million**

**KZKC-TV Kansas City**
*Seller:* KZKC Television Inc.
*Buyer:* Kansas City TV 62 Ltd.
*Price:* **$10.525 million**

## NEVADA

**KBLR-TV Paradise**
*Seller:* Glenn A. Rose
*Buyer:* T.G.N. Productions Inc.
*Price:* **$1.9 million**

## NEW YORK

**WOCD(TV) Amsterdam**
*Seller:* Amsterdam Broadcasting Inc.
*Buyer:* Capital District Broadcast Partners
*Price:* **$1.5 million**

**WOKR(TV) Rochester**
*Seller:* WOKR Partners
*Buyer:* Falmouth Broadcasting Corp. and Falmouth Communication Inc.
*Price:* **$57.5 million**

**WSYT-TV Syracuse**
*Seller:* Thomas J. Flatley
*Buyer:* Encore Communications Inc. of Syracuse
*Price:* **$7 million**

## OHIO

**WKYC-TV Cleveland**
National Broadcasting Co.
*Buyer:* Multimedia Inc.
*Price:* **$65 million**

**WUAB(TV) Lorain**
*Seller:* Gaylord Broadcasting Co. of Ohio
*Buyer:* Cannell Communications Ltd.
*Price:* **$60 million**

## OKLAHOMA

**KGMC-TV Oklahoma City**
*Seller:* Oklahoma City Broadcasting Co., successor
*Buyer:* Maddox Broadcasting Corp. and Pappas Telecasting of Oklahoma
*Price:* **$7.2 million**

**KOKH-TV Oklahoma City**
*Seller:* Busse Broadcasting Corp.
*Buyer:* KOKH Acquisition Corp.
*Price:* **$7 million**

**KOXI-TV Tulsa**
*Seller:* Tulsa 23 Ltd.
*Buyer:* Clear Channel Television Inc.
*Price:* **$6.075 million**

## PENNSYLVANIA

**WPMT-TV York**
*Seller:* WYLP License Inc.
*Buyer:* Channel 43 Licensee Inc.
*Price:* **$13.475 million**

## TENNESSEE

**WHBQ-TV Memphis**
*Seller:* South Jersey Radio Inc.
*Buyer:* Adams TV of Wilkes-Barre Inc.
*Price:* **$39 million**

## TEXAS

**KLMG-TV Longview, TX**
*Seller:* Jason R. Searcy
*Buyer:* Kamin Broadcasting Co.
*Price:* **$2.525 million**

**KVDA(TV) San Antonio**
*Seller:* David A. Davila
*Buyer:* Telemundo Group Inc.
*Price:* **$1.275 million**

**KAVU-TV Victoria**
*Seller:* PMV Inc.
*Buyer:* W. Russell Withers Jr.
*Price:* **$1,076,241**

## VIRGINIA

**WJPR(TV) Lynchburg**
*Seller:* Lynchburg-Roanoke Television Partners Ltd.
*Buyer:* Roanoke-Lynchburg TV Acquisition Corp.
*Price:* **$2.95 million**


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**WVFT(TV) Roanoke**
*Seller:* Family Group Ltd. V
*Buyer:* Roanoke-Lynchburg TV Acquisition Corp.
*Price:* **$1.15 million**

## WISCONSIN

**WFAU(TV) Eau Claire**
*Seller:* Busse Broadcasting Corp.
*Buyer:* Benedek Broadcasting of Wisconsin Inc.
*Price:* **$31 million**

# AM-FM's

## ALABAMA

**WBLX(AM) Fairhope and WBLX(FM) Mobile**
*Seller:* Trio Broadcasters Inc.
*Buyer:* April Broadcasting Inc.
*Price:* **$5.25 million**

## ARIZONA

**KHOZ-AM-FM Harrison**
*Seller:* Harrison Broadcasting Corp.
*Buyer:* New Century Broadcasting Co.
*Price:* **$2 million**

**KTIM-AM-FM Wickenburg**
*Seller:* Kenyon Communications Inc.
*Buyer:* Interstate Broadcasting Systems of Arizona Inc.
*Price:* **$1 million**

## ARKANSAS

**KZOU-AM-FM Little Rock**
*Seller:* Encore Communications Associates Ltd.
*Buyer:* GHB of Little Rock Inc.
*Price:* **$1.65 million**

## CALIFORNIA

**KKAM(AM) Fresno and KBOS-FM Tulare**
*Seller:* Radio Fresno Inc.
*Buyer:* Jayveeco Inc.
*Price:* **$5 million**

**KTME(AM)-KRQK(FM) Lompoc**
*Seller:* Crystal Broadcasting Inc.
*Buyer:* Nova Broadcasting-Santa Maria
*Price:* **$1.472 million**

**KTOM-AM-FM Salinas**
*Seller:* Community Salinas Broadcasting Corp.
*Buyer:* California Broadcasting Co.
*Price:* **$6.25 million**

**KCKC(AM) San Bernardino and KBON(FM) Lake Arrowhead**
*Seller:* Riverdino Broadcasting Corp.
*Buyer:* Pennino Broadcasting Corp.
*Price:* **$4 million**

**KSJX(AM)-KSJO(FM) San Jose**
*Seller:* Narragansett Broadcasting Co. of California
*Buyer:* KSJO-KSJX Broadcasting Co.
*Price:* **$6.5 million**

**KKCB(AM)-KSLY(FM) San Luis Obispo**
*Seller:* San Luis Obispo Broadcasting
*Buyer:* MHHF Media Inc.
*Price:* **$1.6 million**

**KOFY(AM) San Mateo and KOFY-FM San Francisco**
*Seller:* Pacific FM Inc.
*Buyer:* Viacom Broadcasting Inc.
*Price:* **$19,467,144**

**KIST(AM) Santa Barbara and KMGQ(FM) Goleta**
*Seller:* Radio Santa Barbara Inc.
*Buyer:* Magic Broadcasting Corp.
*Price:* **$6.75 million**

## COLORADO

**KVOR(AM)-KSPZ(FM) Colorado Springs**
*Seller:* PCC of Colorado
*Buyer:* C.T. Robinson
*Price:* **$3.25 million**

**KCSJ(AM)-KGRO(FM) Pueblo**
*Seller:* Rainbow Communications of Pueblo Inc.
*Buyer:* Sunbrook Broadcasting Inc.
*Price:* **$1.1 million**

## CONNECTICUT

**WNLC(AM)-WTYD(FM) New London**
*Seller:* Drubner Broadcasting
*Buyer:* Andross Communications
*Price:* **$5.2 million**

## DELAWARE

**WDOV(AM)-WDSD(FM) Dover**
*Seller:* Dover Broadcasting Inc.
*Buyer:* Benchmark Communications
*Price:* **$4 million**

## FLORIDA

**WQIK-AM-FM Jacksonville**
*Seller:* Jacor Broadcasting of Florida Inc.
*Buyer:* Capstar Communications Inc.
*Price:* **$13.5 million**

**WKIZ(AM)-WEOW(FM) Key West**
*Seller:* Florida Keys Broadcasting Corp.
*Buyer:* Fotosonic of Florida Inc.
*Price:* **$2.05 million**

**WQBA-AM-FM Miami**
*Seller:* Radio De Miami Inc.
*Buyer:* Spanish Radio Network
*Price:* **$25.75 million**

**WYYN(AM)-WTNT(FM) Tallahassee**
*Seller:* Palmer Communications Inc.
*Buyer:* Arso Radio Corp.
*Price:* **$2.8 million**

## GEORGIA

**WALG(AM)-WKAK(FM) Albany**
*Seller:* Platinum Broadcast Ltd.


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R. Dean Metszer, President and Managing Director of Crisler Capital Company, investment bankers specializing in mergers and acquisitions by communications organizations, answers many more questions like this in our brochure. Write or call for your copy.

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MEMBER NASD, SIPC

*Buyer:* Radio One - WKAK Inc.
*Price:* **$1,255,200**

## HAWAII

**KSSK-AM Honolulu and KSSK-FM Waipahu**
*Seller:* Cecil Heftel
*Buyer:* Bedford Broadcasting Co.
*Price:* **$5.75 million**

**KNUI-AM-FM Kahului**
*Seller:* Elkins Broadcasting Corp.
*Buyer:* CD Broadcasting Corp.
*Price:* **$1.6 million**

## ILLINOIS

**WCGO(AM) Chicago Heights and WTAS(FM) Crete**
*Seller:* South Cook Broadcasting Inc.
*Buyer:* Kelly Holtzclaw
*Price:* **$1.2 million**

**WDAN(AM)-WDNL(FM) Danville**
*Seller:* Majac Inc.
*Buyer:* Neuhoff Broadcasting Corp.
*Price:* **$2.35 million**

## INDIANA

**WCTW(AM)-WMDH(FM) New Castle**
*Seller:* Mohr-Engledow Broadcasting of North Carolina Inc.
*Buyer:* WTL Indiana Inc.
*Price:* **$2.6 million**

## IOWA

**KGLO(AM)-KNIQ(FM) Mason City**
*Seller:* Lewis W. Van Nostrand
*Buyer:* James Ingstad Broadcasting of Iowa Inc.
*Price:* **$1.65 million**

**KMNS(AM)-KSEZ(FM) Sioux City**
*Seller:* Sage Broadcasting Corp.
*Buyer:* Legend Communications
*Price:* **$3.25 million**

## KENTUCKY

**WFIA(AM)-WXLN(FM) Louisville**
*Seller:* Edward Wetter
*Buyer:* Jim Kincer
*Price:* **$2.1 million**

**WJSP(AM)-WBLN(FM) Murray**
*Seller:* Jackson Purchase Broadcasting Co. Inc.
*Buyer:* STARLITE Communications Inc.
*Price:* **$2,771,484**

## LOUISIANA

**KVKI-AM-FM Shreveport**
*Seller:* Encore Communications Associates
*Buyer:* Progressive United Corp.
*Price:* **$1.5 million**

## MAINE

**WABK-AM-FM Gardiner**
*Seller:* Kennebec-Tyron Communications Corp.
*Buyer:* The Great Kennebec Wireless Talking Machine Co.
*Price:* **$1,052,500**

## MARYLAND

**WWIN(AM) Baltimore and WWIN(FM) Glen Burnie**
*Seller:* Ragan Henry
*Buyer:* Almic Broadcasting Inc.
*Price:* **$6.375 million**

**WYRE(AM) Annapolis and WBEY(FM) Grasonville**
*Seller:* Anna-Del Broadcasting Co. Inc.
*Buyer:* Vision Broadcasting Co. Ltd.
*Price:* **$1.15 million**

## MASSACHUSETTS

**WBSM(AM) New Bedford WHFN[FM] Fairhaven**
*Seller:* Sage Broadcasting Corp. of New Bedford
*Buyer:* Dover Broadcasting Inc.
*Price:* **$4 million**

**WOCB-AM-FM West Yarmouth**
*Seller:* Patch-Dunn Association of Cape Cod
*Buyer:* U.S. Media Group Inc.
*Price:* **$2,732,133**

## MICHIGAN

**WMKT(AM)-WKHQ(FM) Charlevoix**
*Seller:* Lakeshore Communications
*Buyer:* A.J. Walker Communications Inc.
*Price:* **$2.95 million**

**KMI(AM) Kalamazoo and WKFR(FM) Battle Creek**
*Seller:* Hicks Broadcasting Corp.
*Buyer:* Waldron Broadcasting Co.
*Price:* **$11 million**

**WKJR(AM)-WQWQ(FM) Muskegon Heights**
*Seller:* Furniture City Broadcasting Corp.
*Buyer:* Pathfinder Communications Corp.
*Price:* **$1.27 million**

## MINNESOTA

**KATE(AM)-KCPI(FM) Albert Lea**
*Seller:* Communications Properties Inc.
*Buyer:* Broadcast Properties Inc.
*Price:* **$3 million**

**KDLM(AM)-KKDL(FM) Detroit Lakes**
*Seller:* Grignon Radio Inc.
*Buyer:* Leighton Enterprises Inc.
*Price:* **$1.41 million**

## MISSISSIPPI

**WVMI(AM)-WQID(FM) Biloxi**
*Seller:* Family Group Broadcasting Operating Ltd.
*Buyer:* Telesouth Communications Inc.
*Price:* **$2.1 million**

**WSLI-AM-FM Jackson**
*Seller:* WYN-WSLI Inc.
*Buyer:* Spur Jackson Ltd.
*Price:* **$3.375 million**

## MONTANA

**KYLT(AM)-KZOQ(FM) Missoula**
*Seller:* Peterson Broadcasting Inc.
*Buyer:* Smith Broadcasting Inc.
*Price:* **$1.1 million**

## NEBRASKA

**KHAT-AM-FM Lincoln**
*Seller:* Marathon Communications Inc.
*Buyer:* Tate Communications Inc.
*Price:* **$1.325 million**

## NEVADA

**KOH(AM)-KSXY(FM) Reno**
*Seller:* Modern Broadcasting Corp.
*Buyer:* Lobster Communications Corp.
*Price:* **$2 million**

## NEW HAMPSHIRE

**WKOS-AM-FM Rochester**
*Seller:* Salmanson Communications Inc.
*Buyer:* Beat Broadcasting Co.
*Price:* **$1.8 million**

## NEW JERSEY

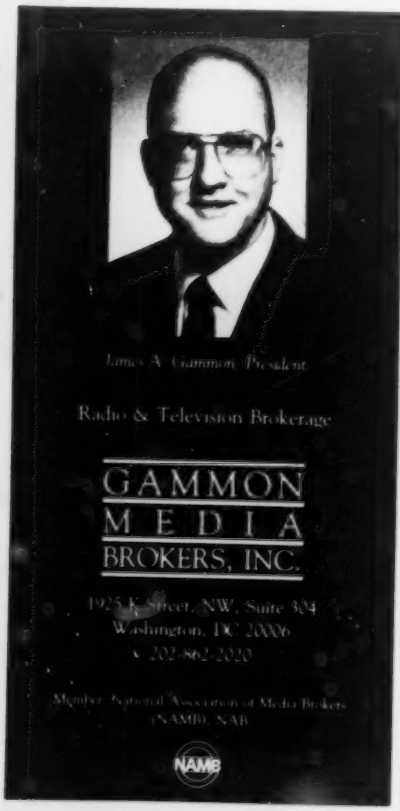
**WJIC(AM) Salem and WNNN(FM) Canton**
*Seller:* P.J.F. Broadcasters Inc.
*Buyer:* Ambrose Byside Communications Inc.
*Price:* **$1.25 million**

**WMTR(AM) Morristown and WDHA-FM Dover**
*Seller:* Drexel Hill Associates Inc.
*Buyer:* Signal Communications of NJ Ltd.
*Price:* **$12 million**

## NEW MEXICO

**KKOB-AM-FM Albuquerque**
*Seller:* Southwest Radio Corporation
*Buyer:* U.S. Entertainment Corp.
*Price:* **$16 million**

**KCKN(AM)-KBCQ(FM) Roswell**
*Seller:* Ardman Broadcasting Corp.
*Buyer:* Amlar Broadcasting Ltd.
*Price:* **$5.75 million**

## NEW YORK

**WECK(AM) Cheektowaga and WJYE(FM) Buffalo**
*Seller:* Williams Broadcasting Corp
*Buyer:* EBE Communications Ltd
*Price:* **$12 million**

**WBAB-AM-FM Freeport**
*Seller:* Noble Broadcast Group Inc
*Buyer:* BAB Broadcasting Corp
*Price:* **$26,203,064**

**WBZA(AM) Glens Falls and WAYI(FM) Hudson Falls**
*Seller:* Northway Broadcasting Inc
*Buyer:* Alpine Media Inc
*Price:* **$2,870,000**

**WXRA(AM)-WEZG-FM North Syracuse**
*Seller:* Lorenz Broadcasting Corp
*Buyer:* Syracuse Broadcasting Corp
*Price:* **$1 million**

**WFAS-AM-FM White Plains**
*Seller:* CRB of Westchester Inc
*Buyer:* High View Broadcasting of Westchester Inc
*Price:* **$12.5 million**

## NORTH CAROLINA

**WMBL(AM)-WRHT(FM) Morehead City**
*Seller:* Curtis Radio Group Inc
*Buyer:* Macrupine Cable Inc
*Price:* **$1.525 million**

## OHIO

**WLEC(AM)-WCPZ(FM) Sandusky**
*Seller:* Signal One Communications Inc
*Buyer:* Erie Broadcasting Corp
*Price:* **$1.5 million**

## OKLAHOMA

**KVOO-AM-FM Tulsa**
*Seller:* First Stuart Corp
*Buyer:* Tulsa Great Empire Broadcasting Inc
*Price:* **$1.6 million**

## PENNSYLVANIA

**WFBG-AM-FM Altoona**
*Seller:* Empire Radio Partners Ltd
*Buyer:* Logan Broadcasting Inc
*Price:* **$2.1 million**

**WBCP(AM)-WWKS(FM) Beaver Falls**
*Seller:* MT Communications Inc
*Buyer:* The Baltimore Radio Show Inc
*Price:* **$2,910,000**

**WCDL(AM)-WSGD(FM) Carbondale**
*Seller:* Sage Broadcasting Corp of Sioux City
*Buyer:* S&P Broadcasting Ltd III
*Price:* **$2 million**

**WJHL-AM-FM Johnstown**
*Seller:* The United Federal Credit Union
*Buyer:* Pennsylvania Broadcasting Associates II
*Price:* **$1.35 million**

**WRSC(AM) State College and WQWK(FM) University Park**
*Seller:* Tmz Broadcasting Co
*Buyer:* Mcvay Broadcasting of State College
*Price:* **$6 million**

## SOUTH CAROLINA

**WOIC(AM)-WNOK(FM) Columbia**
*Seller:* Audubon Broadcasting Co
*Buyer:* Voyager Communications
*Price:* **$7.46 million**

**WVOC(AM)-WCEZ(FM) Columbia**
*Seller:* Banking Services Corp
*Buyer:* Clayton Radio Inc
*Price:* **$2.55 million**

**WKCN(AM) Dorchester Terrace-Brentwood and WDXZ(FM) Mount Pleasant**
*Seller:* Caravelle Broadcast Group
*Buyer:* Suncoast Communications Inc
*Price:* **$1.6 million**

**WSHW(AM)-WBFM(FM) Seneca**
*Seller:* Blue Ridge Broadcasting Inc
*Buyer:* Anniston Radio Inc
*Price:* **$2 million**

## SOUTH DAKOTA

**KKFN(AM)-KKRC(FM) Sioux Falls**
*Seller:* Vaughn Broadcasting Group
*Buyer:* XMT Group Inc
*Price:* **$1.5 million**

**KSOO(AM)-KPAT(FM) Sioux Falls**
*Seller:* KSOO Radio Inc
*Buyer:* T&J Broadcasting Inc
*Price:* **$2.4 million**

## TEXAS

**KSTA-AM-FM Coleman**
*Seller:* Daytona Group of Texas Inc
*Buyer:* Sunbelt Radio Group Inc
*Price:* **$1.1 million**

**KHEY-AM-FM El Paso**
*Seller:* KHEY Inc
*Buyer:* US Radio
*Price:* **$8.425 million**

**KEBE(AM)-KOOI(FM) Jacksonville**
*Seller:* Waller Broadcasting Inc
*Buyer:* Broad Based Communications Inc
*Price:* **$3.25 million**

**KVOZ(AM)-KOYE(FM) Laredo**
*Seller:* Border Broadcasters Inc
*Buyer:* Broad Based Communications Inc
*Price:* **$2.96 million**

**KFON(AM) Rollingwood and KKMJ(FM) Austin**
*Seller:* Keymarket of Austin Inc
*Buyer:* The Tremont Group Ltd
*Price:* **$7 million**

**KDAE(AM) Sinton and KLTG(FM) Corpus Christi**
*Seller:* Stereo Broadcasting Corporation
*Buyer:* Broad Based Communications Inc
*Price:* **$1,880,850**

**KRGE(AM) Weslaco and KRIX(FM) Brownsville**
*Seller:* Daytona Group of Texas Inc
*Buyer:* Sunbelt Radio Group Inc
*Price:* **$1.1 million**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New Century Broadcasting Company/N.P.I. Partners • $2.3 MM
WBA Corporation, WBA Partnership and Linda D. and William N. Cate • $1.1 MM
Pittsburgh Partners, L.P. & Nashville Partners, L.P. • $6.16 MM
Pilot Communications of Syracuse, Inc. • $1.75 MM
Wintersrun Communications, Inc. • $2.5 MM
Tate Communications, Inc. • $1.7 MM

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## UTAH

**KMGR(AM) Murray and KMGR(FM) Orem**
*Seller:* KMGR Inc.
*Buyer:* B&B Broadcasting Ltd.
*Price:* **$3.5 million**

## VERMONT

**WKVT-AM-FM Brattleboro**
*Seller:* Brattleboro Broadcasters Inc.
*Buyer:* Brattleboro Broadcasting Ltd.
*Price:* **$1.2 million**

## VIRGINIA

**WGH(AM)-WGH-FM Newport News**
*Seller:* Susquehanna Radio Corp.
*Buyer:* Paco-Jon Broadcasting Corp.
*Price:* **$6.5 million**

**WVAB(AM) Virginia Beach and WKSV-FM Cape Charles**
*Seller:* Holmes P. Harden
*Buyer:* Willis Broadcasting Corp.
*Price:* **$1,800,101**

## West Virginia

**WVSR-AM-FM Charleston**
*Seller:* Ardman Broadcasting Corp.
*Buyer:* Amlar Broadcasting Ltd.
*Price:* **$5.75 million**

**WTCR(AM) Kenova and WTCR(FM) Huntington**
*Seller:* CRB of Kentucky Inc.
*Buyer:* Alpine Media Inc.
*Price:* **$7.65 million**

**WBZN-AM-FM Racine**
*Seller:* Adams Radio of Milwaukee
*Buyer:* Three Chiefs Company Inc.
*Price:* **$3.5 million**

## WISCONSIN

**WLFN(AM)-WLXR(FM) La Crosse**
*Seller:* Vaughn Broadcasting Group
*Buyer:* Broadcast Properties of Lacrosse Inc.
*Price:* **$2.7 million**

## WYOMING

**KUUY(AM)-KKAZ(FM) Cheyenne**
*Seller:* KWY Inc.
*Buyer:* Windsor Communications Inc.
*Price:* **$1 million**

# FMs

## ALABAMA

**WMJJ(FM) Birmingham**
*Seller:* Capitol Birmingham Inc.
*Buyer:* Ameron Broadcasting Inc.
*Price:* **$16.5 million**

## ARIZONA

**KGRX-FM Globe**
*Seller:* Daytona Group of Arizona Inc.
*Buyer:* Allison Broadcasting Co.
*Price:* **$2 million**

**KQYT-FM Green Valley**
*Seller:* Southwestern Wireless Communications
*Buyer:* Nova Communications LP
*Price:* **$2 million**

## ARKANSAS

**KMJX(FM) Conway**
*Seller:* Coastal Communications Ltd.
*Buyer:* Magic Broadcasting of Little Rock Inc.
*Price:* **$3.3 million**

**KEZQ-FM Jacksonville**
*Seller:* KEZQ LP
*Buyer:* Galaxy Broadcasting Ltd.
*Price:* **$3.25 million**

## CALIFORNIA

**KRAB-FM Green Acres**
*Seller:* Donna Hutchinson
*Buyer:* Atmosphere Broadcasting Ltd.
*Price:* **$1.23 million**

**KFMF-FM Chico**
*Seller:* Fuller-Jeffrey Broadcasting Corp.
*Buyer:* Nova Broadcasting
*Price:* **$1.9 million**

**KRZR-FM Hanford**
*Seller:* KMGX Corp.
*Buyer:* Fred C. Sands
*Price:* **$1.62 million**

**KFRG(FM) San Bernardino**
*Seller:* Keymarket of California Inc.
*Buyer:* The Tremont Group Ltd.
*Price:* **$5 million**

**KJQY(FM) San Diego**
*Seller:* Command Communications Inc.
*Buyer:* L. B. I. of San Diego Inc.
*Price:* $20 million

**KXXX-FM San Francisco**
*Seller:* Emmis Broadcasting Corp.
*Buyer:* Bedford Broadcasting
*Price:* **$18.5 million**

**KLRS(FM) Santa Cruz**
*Seller:* Fuller-Jeffrey Broadcasting Corp.
*Buyer:* Viacom Inc.
*Price:* **$5.75 million**

**KXPT-FM Santa Paula**
*Seller:* Radio Ventura Inc.
*Buyer:* Edward A. Krampf
*Price:* **$2 million**

## COLORADO

**KIKX(FM) Manitou Springs**
*Seller:* Michael Haman, receiver.
*Buyer:* Wiskes-Abaris Communications KIIQ
*Price:* **$4,733,414**

## CONNECTICUT

**WLVH-FM Hartford**
*Seller:* Sage Hispanic Broadcasting Corp. of Connecticut
*Buyer:* Multi Market Communications Inc.
*Price:* **$6.4 million**


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## FLORIDA

**WKEL-FM Clearwater**
*Seller:* Gulf Coast Radio Inc.
*Buyer:* Great American Television and Radio Co.
*Price:* **$20 million**

**WKGR(FM) Ft. Pierce**
*Seller:* Gulfstream Broadcasting Company Inc.
*Buyer:* The Tremont Group Ltd.
*Price:* **$11.6 million**

**WMLO-FM Havana**
*Seller:* Ed Winton
*Buyer:* Nitrameel Inc.
*Price:* **$2.2 million**

**WPFM(FM) Panama City**
*Seller:* Culpepper Communications Inc.
*Buyer:* Broad Based Communications Inc.
*Price:* **$3.5 million**

**WPAP-FM Panama City**
*Seller:* Norman S. Drubner
*Buyer:* Southern Broadcasting Co.
*Price:* **$1.9 million**

**WSOS-FM St. Augustine**
*Seller:* Rowland First City Radio Inc.
*Buyer:* WSOS-FM Inc.
*Price:* **$1.62 million**

## GEORGIA

**WBTR-FM Carrollton**
*Seller:* Carroll County Media Inc.
*Buyer:* Reliance Broadcasting Inc.
*Price:* **$1.115 million**

**WQBZ(FM) Ft. Valley**
*Seller:* Fox Valley Broadcasting Corp.
*Buyer:* Taylor Broadcasting of Macon Inc.
*Price:* **$3 million**

**WLKC(FM) St. Mary's**
*Seller:* Casey Broadcasting Company Inc.
*Buyer:* Rowland First City Radio Inc.
*Price:* **$1.85 million**

## ILLINOIS

**WYLL-FM Des Plaines**
*Seller:* New Age Broadcasting Inc.
*Buyer:* Greater Chicago Radio Inc.
*Price:* **$9.25 million**

## INDIANA

**WWKI-FM Kokomo**
*Seller:* Shepard Communications of Grand Rapids
*Buyer:* Waldron Partners Ltd.
*Price:* **$6.16 million**

**KDMG (FM) Pella**
*Seller:* GBA Inc.
*Buyer:* Valley Broadcasting Inc.
*Price:* **$2.75 million**

## KENTUCKY

**WBVR(FM) Russellville**
*Seller:* Target Communications of Kentucky Inc.
*Buyer:* The Tremont Group Ltd.
*Price:* **$6 million**

## LOUISIANA

**KFXZ(FM) Maurice**
*Seller:* FoxCo. Acquisition Corp.
*Buyer:* Citywide Broadcasting of Lafayette Inc.
*Price:* **$1.3 million**

**KYEA(FM) West Monroe**
*Seller:* Phoenix Broadcasting Co.
*Buyer:* Broad Based Communications Inc.
*Price:* **$3 million**

## MARYLAND

**WXTR(FM) Waldorf**
*Seller:* Communications Management National
*Buyer:* Radio Ventures Inc.
*Price:* **$33 million**

## MASSACHUSETTS

**WQRC-FM Barnstable**
*Seller:* Cape Cod Broadcasting Co.
*Buyer:* Michael F. Starr, Gregory D. Bone and Jay Arnold Schorr
*Price:* **$14.5 million**

**WFHN(FM) Fairhaven**
*Seller:* Sage Broadcasting Corp. of Fairhaven
*Buyer:* Dower Broadcasting Inc.
*Price:* **$4 million**

**WCIB(FM) Falmouth**
*Seller:* Justice Broadcasting Ltd.
*Buyer:* Ardman Broadcasting Corp. of Cape Cod
*Price:* **$2.5 million**

## MICHIGAN

**WKQZ-FM Midland**
*Seller:* Josi Broadcasting Corp.
*Buyer:* Windward Communications Inc.
*Price:* **$2.011 million**

## MISSISSIPPI

**WCPC(FM) Houston**
*Seller:* WCPC Broadcasting Co.
*Buyer:* New South Communications Inc.
*Price:* **$1.5 million**

## MISSOURI

**KLSI(FM) Kansas City**
*Seller:* Great Plains Radio Inc.
*Buyer:* Apollo Radio Ltd.
*Price:* **$8.5 million**

**KSTZ(FM) Ste. Genevieve**
*Seller:* Channel One Communications Inc.
*Buyer:* River City Television Partners Ltd.
*Price:* **$3.5 million**

## NEBRASKA

**KZKX(FM) Seward**
*Seller:* Musicradio of Nebraska Inc.
*Buyer:* KZKX Inc.
*Price:* **$1.97 million**

## NEVADA

**KLXT(FM) Indine Village, NV**
*Seller:* North Lake Tahoe Broadcasting
*Buyer:* New World Enterprises Inc.
*Price:* **$1.33 million**

**KJUL(FM) North Las Vegas**
*Seller:* Carrigan Communications

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*Buyer:* Waldron Partners
*Price:* **$4.2 million** (49% share)

## NEW MEXICO

**KBOM(FM) Los Alamos**
*Seller:* KBOM Ltd.
*Buyer:* TelCo. Entertainment Inc.
*Price:* **$1 million**

**KOLT(FM) Santa Fe**
*Seller:* Mesa Grande Broadcasting Co. Inc.
*Buyer:* Clairmor Broadcasting Inc.
*Price:* **$1 million**

## NEW YORK

**WWHB(FM) Hampton Bays**
*Seller:* South Fork Broadcasting Corp.
*Buyer:* South Fork Acquisition Corp.
*Price:* **$1.8 million**

**WAQX-FM Manlius**
*Seller:* Atlantic Ventures of New York
*Buyer:* Pilot Communications of Syracuse Inc.
*Price:* **$3.875 million**

## NORTH CAROLINA

**WTRG-FM Rocky Mount**
*Seller:* Capitol Broadcasting Corp.
*Buyer:* Joyner Communications Inc.
*Price:* **$5.999 million**

## OHIO

**WGAR(FM) Cleveland**
*Seller:* Nationwide Communication Inc.
*Buyer:* Douglas Broadcasting Corp.
*Price:* **$2 million**

**WBVE(FM) Hamilton**
*Seller:* Reams Broadcasting Corp.
*Buyer:* Entertainment Communications Inc. (Entercom)
*Price:* **$5.85 million**

**WOSE(FM) Port Clinton**
*Seller:* WRWR Inc.
*Buyer:* Venice and Donald L. Michel
*Price:* **$2.4 million**

## PUERTO RICO

**WOYE(FM) Mayaguez**
*Seller:* Pepino Broadcasters
*Buyer:* Prime Time Corp.
*Price:* **$2.66 million**

## RHODE ISLAND

**WWKX-FM Woonsocket**
*Seller:* Ocean State Broadcasting Ltd.
*Buyer:* Ten Mile Communications Inc.
*Price:* **$2.4 million**

## SOUTH CAROLINA

**WEZL(FM) Charleston**
*Seller:* Price Broadcasting Co.
*Buyer:* Apollo Radio of Charleston Inc.
*Price:* **$8.1 million**

**WLJY(FM) Hilton Head**
*Seller:* Island Communications Inc.
*Buyer:* WLJY Inc.
*Price:* **$2.063 million**

**WKSO-FM Orangeburg**
*Seller:* Wilkes-Posey Broadcasting Inc.
*Buyer:* Willis Broadcasting Corp.
*Price:* **$1.075 million**

**WMGL-FM Ravenel**
*Seller:* Coastal Broadcasting Inc.
*Buyer:* Millcom Inc. (assumption of liabilities)
*Buyer:* **$2.425 million**

## TENNESSEE

**WMSR-FM Manchester**
*Seller:* American General Media-Nashville
*Buyer:* Dickerson Associates
*Price:* **$2.5 million**

**WXNF-FM Oak Ridge**
*Seller:* Key Broadcasting Co.
*Buyer:* O.K. Broadcast Trust Inc.
*Price:* **$1,362,500**

**WMYU-FM Sevierville**
*Seller:* Jacor Broadcasting of Knoxville Inc.
*Buyer:* The Dalton Group Inc.
*Price:* **$11.6 million**

## TEXAS

**KHFI(FM) Austin**
*Seller:* Encore Communications Association Ltd.
*Buyer:* Spur Austin Ltd.
*Price:* **$4.646 million**

**KKWM(FM) Dallas**
*Seller:* Anchor Media Ltd.
*Buyer:* WSB Inc.
*Price:* **$15.1 million**

**KRTX(FM) Galveston**
*Seller:* Irvin Davis
*Buyer:* Sonoma Media Corp.
*Price:* **$1.6 million**

**KHFI(FM) Georgetown**
*Seller:* Red River Radio Inc.
*Buyer:* KHFI Venture Ltd.
*Price:* **$3.85 million**

**KQFX-FM Georgetown**
*Seller:* Capitol Broadcasting Corp.
*Buyer:* Gold Broadcasting Inc.
*Price:* **$3.199 million**

**KNRJ-FM Houston**
*Seller:* Emmis FM Broadcasting Corp.
*Buyer:* Nationwide Communications Inc.
*Price:* **$30 million**

**KRRG-FM Laredo**
*Seller:* Laredo Broadcasting Co. Inc.
*Buyer:* Sunbelt Radio Group Inc.
*Price:* **$1.15 million**

**KLUR(FM) Wichita Falls**
*Seller:* KLUR Broadcasting Co.
*Buyer:* Broad Based Communications Inc.
*Price:* **$4.85 million**

## UTAH

**KAT-FM Ogden**
*Seller:* Brown Broadcasting Co.
*Buyer:* Apollo Radio Ltd.
*Price:* **$12 million**

## VERMONT

**WXXX-FM South Burlington**
*Seller:* Atlantic Ventures of Vermont Ltd.
*Buyer:* James Broadcasting Co Inc.
*Price:* **$3.95 million**


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### VIRGINIA

**WRDJ-FM Bridgewater**
*Seller:* WRDJ-FM Inc.
*Buyer:* Clark Broadcasting Co.
*Price:* **$1.25 million**

**WSVS-FM Crewe**
*Seller:* KAT Broadcasting Corp.
*Buyer:* Willis Broadcasting Corporation
*Price:* **$5.5 million**

**WYGO(FM) Richmond**
*Seller:* Daytona Group of Virginia
*Buyer:* Richmond Radio Inc.
*Price:* **$5.5 million**

**WAFX-FM Suffolk**
*Seller:* KHH Broadcasting Co.
*Buyer:* DDS Communications Ltd.
*Price:* **$10 million**

### WASHINGTON

**KHUA-FM Bremerton**
*Seller:* Pacific and Southern Co.
*Buyer:* Brown Broadcasting Co.
*Price:* **$10 million**

### WEST VIRGINIA

**WBES(FM) Dunbar**
*Seller:* Mills Broadcasting Inc.
*Buyer:* Thomas Communications Corp.
*Price:* **$1.1 million**

## AM's

### ALABAMA

**WERC(AM) Birmingham**
*Seller:* Sungroup Inc.
*Buyer:* Ameron Broadcasting Inc.
*Price:* **$4.2 million**

### CALIFORNIA

**KPMC(AM) Bakersfield**
*Seller:* Dan B. Speare
*Buyer:* Buckley Broadcasting Corp.
*Price:* **$1 million**

**KKHJ(AM) Los Angeles**
*Seller:* Beasley Broadcast Group
*Buyer:* Liberman Broadcast Co.
*Price:* **$23 million**

**KDAY(AM) Santa Monica**
*Seller:* Heritage Media Inc.
*Buyer:* Redi Media
*Price:* **$7.2 million**

**KTHO-AM South Lake Tahoe**
*Seller:* Emerald Broadcasting Co.
*Buyer:* Emerald Communications Corp.
*Price:* **$1,682,666**

### FLORIDA

**WOIR(AM) Homestead**
*Seller:* Continental Broadcasting Corp.
*Buyer:* Omni-Lingual Broadcasting Corp.
*Price:* **$1.15 million**

**WSUN(AM) St. Petersburg**
*Seller:* CBS Broadcast Group Inc.
*Buyer:* WWRM Inc.
*Price:* **$4.1 million**

### LOUISIANA

**WXOK(AM) Baton Rouge**
*Seller:* Winnfield Life Broadcasting Corp.
*Buyer:* Citywide Broadcasting Corp.
*Price:* **$1 million**

### MASSACHUSETTS

**WBIV(AM) Natick**
*Seller:* Boston SRN Inc.
*Buyer:* International Communications Group
*Price:* **$1.3 million**

### NEVADA

**KLAV(AM) Las Vegas**
*Seller:* Wagenvoord Advertising Group Inc.
*Buyer:* Holder Broadcast Services of Nevada
*Price:* **$1.3 million**

### PENNSYLVANIA

**WEAZ-AM Philadelphia**
*Seller:* WEAZ-FM Radio Inc.
*Buyer:* Salem Media
*Price:* **$6.5 million**

### VIRGINIA

**WANT(AM) Richmond**
*Seller:* Freeman Communications Inc.
*Buyer:* Opticom Inc.
*Price:* **$1 million**


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October, 1990

# OPRAH EXTENDS REIGN WITH KING WORLD

King World Productions and Harpo Inc. have extended their agreement under which Oprah Winfrey will continue to host and produce top-rated talk hour, *The Oprah Winfrey Show*, through 1993-94 and 1994-95 broadcast seasons. Last season, the hour talk show generated $136 million in national advertising and cash license revenues, according to Dennis McAlpine, a senior media analyst with New York-based Barclay de Zoete Wedd securities, who added that Winfrey's Harpo Inc. had a 2/3 (66%) share of those revenues (or $89.8 million).

King World and Harpo spokeswomen declined to reveal terms of the contract extension Winfrey worked out with King World. McAlpine declined to speculate if Harpo was able to negotiate a larger cut for 1993-95, but said Harpo has larger overhead costs with the 1989 acquisition of new studios in downtown Chicago, production staff and other operations. He estimated Harpo had to assume up to $100,000 per episode in deficit costs associated with ABC's cancellation of Harpo's *The Women of Brewster Place* last season.

Winfrey's company currently is in the third year of a five-year deal (through 1992-93) signed with King World (BROADCASTING, August 8, 1988). McAlpine said that most stations' upcoming two-year renewals on *Oprah* will be due at the end of the 1992-93 season, adding that he would be "surprised" if KWP would be able to pass more than a 5% increase in license fees to "cash-strapped" stations. In the most recent (November 1990) sweeps, *Oprah* averaged a 10.9 (NTI) rating, and has won 17 consecutive sweeps among syndicated talk shows since its debut in fall 1986. However, even if the ratings for *Oprah* gained or fell slightly over the next three seasons, the continuing weakness of the scatter and fourth quarter upfront advertising markets may limit annual revenue gains to the $10 million-20 million range.

# RATINGS ROUNDUP

**Week 20**

**NTI Network Prime Time Report for week of Jan. 28- Feb. 3**

1st column tells rank, 2nd column tells position compared to last week, ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast, 3rd column tells rating, 4th column tells network, 5th column tells show.

| | | | | |
|---|---|---|---|---|
| 1 | ▲ | 23.1/35 | C | Movie:Sarah, Plain & Tall |
| 2 | ▲ | 21.8/33 | N | Cheers |
| 3 | | 20.4/31 | A | American Music Awards |
| 4 | | 19.3/32 | C | 60 Minutes |
| 5 | | 18.3/28 | N | A Different World |
| 6 | ▲ | 17.7/30 | N | Golden Girls |
| 7 | | 17.6/26 | A | Amer. Funniest Videos |
| 8 | ▼ | 17.5/30 | N | Empty Nest |
| 9 | | 17.4/29 | A | Family Matters |
| 10 | ▼ | 17.0/29 | A | Full House |
| 11 | ▼ | 16.9/25 | N | Cosby Show |
| 11 | ▲ | 16.9/25 | C | Murder, She Wrote |
| 13 | | 16.2/23 | C | Designing Women |
| 14 | | 16.1/24 | A | Amer. Funniest People |
| 15 | ▼ | 15.7/24 | N | Unsolved Mysteries |
| 16 | ▲ | 15.6/24 | F | The Simpsons |
| 17 | ▼ | 15.4/22 | C | Murphy Brown |
| 18 | ■ | 15.1/22 | A | Davis Rules |
| 19 | | 15.0/24 | N | Wings |
| 20 | ▲ | 14.9/23 | A | Who's the Boss? |
| 21 | ▼ | 14.7/22 | C | Rescue: 911 |
| 21 | ▼ | 14.7/23 | A | Wonder Years |
| 23 | ▲ | 14.5/22 | N | Night Court |
| 23 | ▲ | 14.5/24 | A | Prefect Strangers |
| 25 | ▲ | 14.2/24 | N | L.A. Law |
| 26 | | 13.9/21 | A | Growing Pains |
| 26 | ▼ | 13.9/21 | N | Matlock |
| 28 | ▲ | 13.8/25 | A | 20/20 |
| 29 | ▲ | 13.7/21 | N | Movie:In Broad Daylight |
| 29 | | 13.7/20 | N | Unsolved Mysteries-Mon. |
| 31 | | 13.6/20 | A | Analysis-9:55 PM |
| 31 | ▼ | 13.6/25 | N | Carol & Comapny |
| 31 | ▼ | 13.6/21 | A | Doogie Howser, M.D. |
| 34 | ▲ | 13.3/20 | A | Married People |
| 35 | | 13.2/22 | C | Knots Landing |
| 36 | ▲ | 12.5/18 | F | Married...With Children |
| 37 | | 12.4/20 | C | Trials Of Rosie O'Neill |
| 38 | ▼ | 12.3/18 | C | Major Dad |
| 39 | | 12.2/21 | A | Going Places |
| 39 | ▲ | 12.2/19 | N | Movie: Night Stalker |
| 41 | ▼ | 12.0/23 | N | Dear John |
| 42 | | 11.7/18 | A | Movie: Morning Star, Pt.1 |
| 43 | ▲ | 11.6/20 | N | Hunter |
| 44 | ▼ | 11.3/17 | C | Evening Shade |
| 45 | | 10.9/18 | C | Dallas |
| 45 | | 10.9/18 | A | Primetime Live |
| 47 | ▲ | 10.8/16 | A | Father Dowling |
| 48 | ▼ | 10.7/16 | N | Seinfeld |
| 49 | ▼ | 10.6/19 | N | Fanelli Boys |
| 50 | | 10.5/19 | C | George Burns 95th B'day |
| 51 | ▲ | 10.4/19 | N | Amen |
| 52 | ▲ | 10.2/18 | A | Equal Justice |
| 52 | ▲ | 10.2/15 | F | In Living Color |
| 54 | | 9.8/15 | C | State Of The Union-Recap |
| 55 | ▼ | 9.5/15 | C | 48 Hours |
| 55 | | 9.5/15 | C | Movie Awards |
| 57 | ▼ | 9.2/16 | C | Guns Of Paradise |
| 58 | ▲ | 9.1/14 | F | Babes |
| 59 | ▲ | 9.0/14 | A | Gabriel's Fire |
| 59 | | 9.0/17 | N | Law And Order |
| 61 | | 8.7/14 | A | Life Goes On |
| 62 | ▼ | 8.5/15 | A | Young Riders |
| 63 | | 8.4/15 | C | Movie:Throw Mama/Train |
| 63 | | 8.4/13 | C | Good Sports |
| 65 | ▼ | 8.2/14 | N | Dark Shadows |
| 66 | ▲ | 7.9/12 | F | Get A Life |
| 66 | ▼ | 7.9/141 | A | thirtysomething |
| 68 | | 7.8/12 | C | Flash |
| 69 | | 7.5/13 | N | Midnight Caller |
| 69 | ▼ | 7.5/11 | C | Top Cops |
| 71 | ▲ | 7.3/11 | F | Beverly Hills, 90210 |
| 71 | | 7.3/11 | N | Exposé |
| 73 | ▲ | 7.1/13 | C | [illegible]cle Buck |
| 74 | ▲ | 6.9/12 | F | [illegible]ops |
| 74 | ▲ | 6.9/10 | F | Good Grief |
| 76 | ▼ | 6.8/12 | F | Cops 2 |
| 77 | | 6.7/11 | N | Main Event |
| 77 | ▲ | 6.7/12 | F | Totally Hidden Video |
| 79 | ▼ | 6.2/11 | C | Lenny |
| 79 | ▲ | 6.2/10 | F | Parker Lewis |
| 81 | ■ | 6.0/10 | N | Sunday Best |
| 82 | ▲ | 5.7/10 | F | True Colors |
| 83 | | 5.6/11 | A | Twin Peaks |
| 84 | ▼ | 5.5/9 | F | America's Most Wanted |
| 85 | | 5.4/8 | N | Real Life/J. Pauley |
| 85 | ▼ | 5.4/9 | A | Under Cover |
| 87 | ▼ | 4.1/6 | F | Comic Strip Live |
| 88 | ▲ | 3.1/5 | F | Against The Law |

# MARKETING GROUPS JOIN TO SELL RADIO

*Positioning radio against other media, not against itself, is key to new local ad money*

In today's climate of increasing fragmentation and niche marketing, radio is poised to reap great financial benefits—if local stations "come together and approach a prospect together."

Such is the philosophy of Warren Potash, president and CEO of the Radio Advertising Bureau, who criticized radio's singular approach to local sales as self-defeating. Speaking at the RAB's Managing Sales Conference in Nashville, Potash said mass media and mass marketing are a concept of the past, and radio's ability to target specific demographic groups now affords advertisers many marketing opportunities not available in other media. To this end, he said, "Radio should stop selling against radio and start selling against other media."

In theory, most radio account executives and sales managers concur with this philosophy, but in practice, many continue to sell against the other stations in town, a practice that only damages the image of the radio industry, said Gordon Mason, president of the Southern California Broadcasters Association. He said many advertisers are turned off by salespeople "who come in, say, 'I'm number one. I'm more efficient. I have the best cumulative advantage, so don't buy those other guys.' "

Mason said advertisers initially are interested in the effectiveness of radio, not the advantages of a particular station. Only after an advertiser is sold on the medium should a station present its sales pitch—though still not at the expense of other stations, he said.

One way to educate these potential clients and help boost radio's share of local ad revenue is to develop a local radio marketing organization, Mason said. A cooperative effort of all (or most) area stations can eliminate much of the divisiveness that advertisers and other media have come to expect of radio, and by targeting heavy users of other media, these groups can steal big money from newspaper, TV and cable. Mason credits his organization with helping to make Los Angeles "the world's richest radio market," with local sales growth more than double the industry-wide average in 1990 (8% vs. 3.5%; see chart at right).

A combined strategy of newsletters, sales presentations, creative awards, research data banks, fact files and business development seminars have helped fuel the growth of Los Angeles radio, Mason said. "We help stations sell radio," he said. "The more we sell radio, the stronger we all get because radio gets stronger with every sale we make."

A similar coalition in New York—the New York Market Radio Advertising Group—is widely credited with finding new business and shifting ad dollars to radio. NYMRAD President Richard McCauley said the organization has shifted its focus toward developing leads for local radio stations.

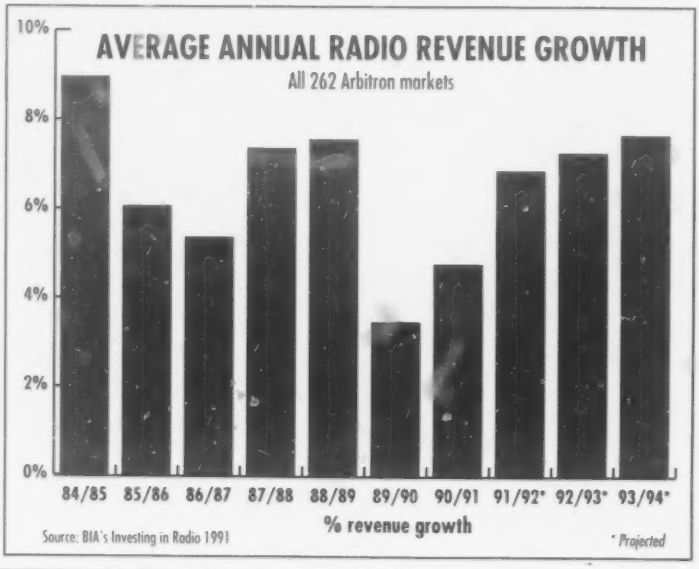
Over the last five years NYMRAD is credited with generating more than $18 million new money for New York radio, McCauley said. "Business directly brought by our marketing has averaged 13.5% of all market increases, and in 1990 18.5% was delivered directly by NYMRAD," he said.

NYMRAD-commissioned research indicated many nonradio advertisers lack knowledge of radio and have a "newspaper comfort zone." McCauley said radio has to get used to positive selling. While newspaper is radio's prime target for new business, "some of these advertisers have been using newspapers all of their lives. If your approach to newspaper is excessively negative, it will be like calling their kid ugly. Radio can get in its knocks, but the pitch should be 'pro-radio,' " he said.

Lest it be assumed that local radio groups work only in large markets, Dan Crotty, general manager of KGST(AM) Fresno, points out the success of the Fresno Area Radio Group in battling the domination of the local newspaper, the

## RADIO REVENUES EXPECTED TO REBOUND IN '91-'92

Radio revenue bottomed out during 1990 and should begin to pick up slightly this year, according to Investing In Radio 1991, published by Broadcast Investment Analysts of Washington. The guide, which profiles all 262 Arbitron-rated markets, estimates and projects revenue on a rolling average, and anticipates a 4.8% revenue increase for 1990-91, vs. 3.5% growth for 1989-90. BIA said the growth rate for the industry in 1990 was higher than 3.5% in larger markets, and estimates that revenue in the top 10 markets average 5.4%, with 8% growth in Los Angeles. Projected 6.9% growth for 1991-92 is largely dependent on image, according to BIA President Thomas Buono. "It's not so much the economics as it is the external factors that affect how the industry is perceived. Economically, the radio industry is still pretty healthy," he said.



In the last two years, MVP's Brian E. Cobb closed more TV stations than any other broker.

Brian E. Cobb
703-827-2727

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results

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# CHANGING HANDS

**PROPOSED STATION TRADES**

**By volume and number of sales**

Last Week:

AM's □ **$422,000** □ **6**

FM's □ **$740,000** □ **2**

AM-FM's □ **$4,225,000** □ **4**

TV's □ **$7,000,000** □ **1**

Total □ **$12,387,000** □ **13**

Year to Date:

AM's □ **$4,197,000** □ **21**

FM's □ **$31,063,362** □ **28**

AM-FM's □ **$30,610,978** □ **23**

TV's □ **$73,085,000** □ **8**

Total □ **$138,956,349** □ **80**

For 1990 total see Jan. 7, 1991 BROADCASTING

**WPTT-TV Pittsburgh** □ Sold by Commercial Radio Institute Inc. to WPTT Inc. for $7 million. Price includes $6 million cash at closing and $1 million, 15-year convertible subordinate debenture (due in 2014) at 8.5%. **Seller** is subsidiary of Sinclair Broadcast Group Inc., headed by David D., J. Duncan, Robert E. and Frederick Smith, brothers, who have interests in Chesapeake Television Inc., licensee of WBFF(TV) Baltimore; WTTE Channel 28 Inc., licensee of WTTE(TV) Columbus, Ohio; Channel 63 Inc., licensee of WIIB(TV) Bloomington, Ind.; Bay Television Inc., licensee of WTTA(TV) St. Petersburg, Fla.; and Omaha Telecasters Inc., permittee of KOFF(TV) Omaha. **Buyer** is headed by Edwin L. Edwards Sr. (100%) and Willette Edwards. Edwin Edwards is station manager and community affairs director of WPTT. WPTT is independent on ch. 22 with 5,000 kw visual and 500 kw aural with antenna 921 feet above average terrain.

**WZIS(AM)-WTNV-FM Jackson, Tenn.** □ Sold by Currey Broadcasting Corp. to The American Network Group for $4 million. Price includes $3.9 million cash at closing and $100,000 escrow deposit. **Seller** is subsidiary of Osborn Communications Corp., headed by Frank Osborn, who, through various licensees, owns six AM's, nine FM's and four TV's. **Buyer** is headed by John J. Casey (33.7%). The American Network Group Inc., general partner of assignee, is parent of WPTN-WGSQ Inc., licensee of WPTN(AM)-WGSQ(FM) Cookeville, Tenn. WTJS has big-band format on 1390 khz with 5 kw day and 1 kw night. WTNV-FM has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain.

**KSNN(FM) Los Banos (Merced), Calif.** □ Sold by Sunshine Valley Broadcasting Inc. to Excelor Communications Inc. for $700,000. Price includes $150,000 cash at closing and $550,000, 10-year promissory note at 10%. **Seller** is headed by Lin Neumann and has no other broadcast interests. **Buyer** is owned by Jim and Roberta Wilkinson (50%), husband and wife, and Kristen McMurray (50%), and has no other broadcast interests. KSNN has adult contemporary format on 104.7 mhz with 50 kw and antenna 470 feet above average terrain. Broker: William A. Exline Inc.

**WPJM(AM) Greer, S.C.** □ Sold by Robert F. Bell to Antelope Broadcasting Inc. for $275,000. Price includes $96,500 cash at closing, $23,500 escrow deposit, $115,000, 20-year promissory note at 10% and $40,000, five-year noncompete covenant. **Seller** owns 100% of stock of both RFB Radio of Raleigh, licensee of WCLY(AM) Raleigh, N.C., and RFB Radio Inc., licensee of WXVI(AM) Montgomery, Ala. **Buyer** is headed by Thomas Hurvis and Augustus E. Staley. Bell and Hurvis are 20% owners of Full Force Inc., licensee of WLLV(AM) Louisville, Ky. WPJM has an oldies format on 800 khz with 1 kw day and 438 w night.

**KVIV(AM) El Paso, Tex.** □ Sold by Bruce Crow to Sun Valley Communications Inc. for $250,000. Price includes $10,000 cash at closing, $15,000 one-year promissory note at 10%, a $25,000, 25-month promissory note at 10% and $200,000, 10-year promissory note at 10%. **Seller** is receiver for Dunn Broadcasting Co., headed by John Dunn, and has no other broadcast interests. **Buyer** is headed by Michael Venditti (50%), KDW Trust (50%) and Michael Don Werlinger. Venditti has 50% interest in application for new AM at Hamby, Tex. Fred Lundgren, trustee for KDW Trust, is president of Parity Radio Corp. of Texas, applicant for new FM at Tahoka, Tex. KVIV is fulltimer with Spanish format on 1340 khz with 1 kw.

*For other proposed and approved sales see "For the Record," page 77.*

# GROUP OWNERSHIP ON THE RISE

*Thirty-six new TV groups emerged in '88-'89; group ownership of UHF grows*

## TV GROUPS RANKED BY NET WEEKLY CIRCULATION

*(Including FCC TV Household Coverage Percentage)*

| Group Owner | # of TV Stations | percent of NWC | percent of households |
|---|---|---|---|
| Tribune | 6 | 25.2% | 18.71% |
| CC/ABC | 8 | 22% | 24.40% |
| GE/NBC | 9 | 19.2% | 22.18% |
| CBS | 5 | 17.5% | 20.82% |
| Fox | 7 | 16.6% | 17.31% |
| Gillett + | 11 | 11.4% | 11.7% |
| Westinghouse | 5 | 9.9% | 9.93% |
| Gannett | 10 | 9.6% | 10.09% |
| Cox | 7 | 8.9% | 8.39% |
| Chris Craft | 7 | 8.4% | 10.73% |
| Scripps-Howard + | 9 | 7.9% | 7.66% |
| Hearst | 6 | 7% | 6.78% |
| TVX | 6 | 6% | 4.82% |
| A.H. Belo | 5 | 5.2% | 5.68% |
| Post-Newsweek | 4 | 4.9% | 4.77% |
| LIN Broadcasting | 7 | 4.7% | 4.29% |
| Gaylord | 4 | 4.3% | 3.71 |
| Great American | 5 | 4.3% | 4.73% |
| H&C Communications | 6 | 4.3% | 4.69% |
| Pulitzer | 8 | 4.1% | 4.34% |
| Meredith | 7 | 3.8% | 3.80% |
| Renaissance + | 5 | 3.8% | 3.31% |
| Times-Mirror | 4 | 3.7% | 4.06% |
| Albritton | 5 | 3.2% | 3.49% |
| Viacom | 5 | 3.2% | 3.06% |

Source: NAB Study of Group and Cross-Media Ownership of TV Stations: 1990 by Dr. Herbert Howard

+ Denotes group owners in process of selling or buying properties

#In 1990, General Electric took control of Pegasus Broadcasting which owns KSCH-TV Stockton, Calif.; WJBF-TV, Augusta and WAPA-TV San Juan, Puerto Rico, which is not a metered market. The NWC and percent of household totals for Stockton and Augusta are included for G.E. Numbers are not available for for San Juan.

Group ownership of television stations has continued to grow over the last two years. According to a National Association of Broadcasters study, of the 699 TV stations (307 VHF and 392 UHF) within the top 100 markets, 535, or 76.5%, were group owned as of Jan. 1, 1990, compared to 497 stations out of 647 on Jan. 1, 1988.

Also during that period, 36 new TV group owners appeared, bringing the total number of group operators in 1990 to 207, compared to 188 in 1988.

The documentation of the increase in group owners is one component of the NAB study on group and cross-media ownership of TV stations in 1990 which also focuses on the growth of UHF group owners, the decline of newspaper-television local market ownership and the diversity within group owners. The study also ranks groups by their net weekly circulation—the average number of unduplicated TV households that viewed a station for at least five minutes at least once a week.

While Capital Cities/ABC's eight TV stations reach 24.40% of the country's television households—the most of any group owner—it is second to Tribune Broadcast Group in net weekly circulation (NWC). In that category, Tribune—owner of two cable superstations—has a

*continues on page 71.*

THE BRAIKER FAMILY TRUST
has acquired
**KOLT-FM**
Albuquerque/Santa Fe, New Mexico
From MESA GRANDE
BROADCASTING COMPANY
$1,000,0000.00
The undersigned acted as broker in this transaction
and assisted in the negotiations.
Kalil & Co., Inc.
3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

# STOCK INDEX (CONT.)

## EQUIPMENT & MANUFACTURING

| | | Closing Wed Feb 6 | Closing Wed Jan 30 | Net Change | Percent Change | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| N | (MMM) 3M | 87 1/2 | 84 1/8 | 3 3/8 | 04.01 | 14 | 19,422 |
| N | (ARV) Arvin Industries | 20 | 19 7/8 | 1/8 | 00.62 | 18 | 375 |
| O | (CCBL) C-Cor Electronics | 5 | 3 5/8 | 1 3/8 | 37.93 | 5 | 21 |
| O | (CTEX) C-Tec Corp. | 16 | 15 1/2 | 1/2 | 03.22 | -30 | 263 |
| N | (CHY) Chyron | 3/4 | 13/32 | 11/32 | 84.61 | -2 | 8 |
| A | (COH) Cohu | 10 3/4 | 11 1/4 | - 1/2 | - 04.44 | 8 | 21 |
| N | (EK) Eastman Kodak | 44 1/8 | 42 1/8 | 2 | 04.74 | 45 | 14,315 |
| N | (HRS) Harris Corp. | 25 3/4 | 22 5/8 | 3 1/8 | 13.81 | 8 | 1,032 |
| N | (IV) Mark IV Indus. | 9 5/8 | 9 3/8 | 1/4 | 02.66 | 2 | 130 |
| O | (MATT) Matthews Equip. | 2 | 1 7/8 | 1/8 | 06.66 | 100 | 11 |
| O | (MCDY) Microdyne | 3 7/8 | 4 1/8 | - 1/4 | - 06.06 | 55 | 16 |
| O | (MCOM) Midwest Comm. | 1 | 1 | | 00.00 | 2 | 3 |
| N | (MOT) Motorola | 56 3/4 | 53 | 3 3/4 | 07.07 | 14 | 7,464 |
| A | (PPI) Pico Products | 5/8 | 9/16 | 1/16 | 11.11 | | 2 |
| N | (SFA) Sci-Atlanta | 15 7/8 | 13 1/8 | 2 3/4 | 20.95 | 8 | 356 |
| N | (SNE) Sony Corp. | 51 3/8 | 48 1/2 | 2 7/8 | 05.92 | 27 | 17,052 |
| N | (TEK) Tektronix | 20 7/8 | 19 1/2 | 1 3/8 | 07.05 | -7 | 606 |
| N | (VAR) Varian Assoc. | 39 1/8 | 38 1/4 | 7/8 | 02.28 | -186 | 748 |
| O | (WGNR) Wegener | 5/8 | 3/4 | - 1/8 | - 16.66 | -3 | 4 |
| N | (ZE) Zenith | 7 | 7 | | 00.00 | -2 | 187 |

## SERVICE

| | | Closing Wed Feb 6 | Closing Wed Jan 30 | Net Change | Percent Change | P/E Ratio | Market Capitalization (000,000) |
|---|---|---|---|---|---|---|---|
| O | (AFTI) Am. Film Tech. | 3 5/8 | 4 1/8 | - 1/2 | - 12.12 | 12 | 35 |
| O | (BSIM) Burnup & Sims | 8 3/4 | 8 7/8 | - 1/8 | - 01.40 | 97 | 110 |
| A | (CLR) Color Systems | 3 5/8 | 3 3/4 | - 1/8 | - 03.33 | -4 | 33 |
| N | (CQ) Comsat | 26 1/8 | 24 3/4 | 1 3/8 | 05.55 | 8 | 488 |
| N | (CDA) Control Data | 12 5/8 | 11 | 1 5/8 | 14.77 | -3 | 536 |
| N | (DNB) Dun & Bradstreet | 47 3/4 | 46 1/2 | 1 1/4 | 02.68 | 17 | 8,713 |
| N | (FCB) Foote Cone & B. | 22 3/8 | 20 3/4 | 1 5/8 | 07.83 | 11 | 241 |
| O | (GREY) Grey Adv. | 130 | 123 | 7 | 05.69 | 11 | 146 |
| O | (IDBX) IDB Commun. | 9 | 8 1/4 | 3/4 | 09.09 | 100 | 57 |
| N | (IPG) Interpublic Group | 39 | 38 3/4 | 1/4 | 00.64 | 17 | 1,333 |
| N | (OMC) Omnicom | 25 | 23 3/8 | 1 5/8 | 06.95 | 12 | 655 |
| O | (RTRSY) Reuters | 48 7/8 | 46 1/4 | 2 5/8 | 05.67 | 23 | 21,069 |
| N | (SAA) Saatchi & Saatchi | 1 3/8 | 1 3/8 | | 00.00 | -1 | 217 |
| O | (TLMT) Telemation | 1/4 | 1/4 | | 00.00 | | 1 |
| O | (TMCI) TM Commun. | 1/4 | 1/4 | | 00.00 | -1 | 5 |
| A | (UNV) Unitel Video | 7 1/2 | 7 1/2 | | 00.00 | -12 | 11 |
| O | (WPPGY) WPP Group | 2 5/8 | 3 -7/16 | - 13/16 | - 23.63 | | 107 |

| | | | | |
|---|---|---|---|---|
| Standard & Poor's 400 | 358.07 | 403.14 | 45.07 | -11.8% |

*Continued from page 69.*

NWC reach of 25.2%, compared to 22% for Capital Cities/ABC (see chart). NBC, at 19.2% ranks third in NWC while CBS's acquisition of WCIX-TV Miami moved the group owner from fifth to fourth at 17.5%. After selling its Boston property, Fox fell from fourth to fifth at 16.6%. Gillett Holdings Inc. reaches 11.4%.

NBC and CBS reach 22.18% and 20.82% of the nation's households. The study says nine groups reach between 5% and 10% of the nation's TV households. Twenty groups reach between 2.5% and 5%; 54 reach between 1% and 2.5% and 118 groups reach less than 1% of the nation's TV households.

The report says a "significant degree of diversity exists within group ownership." There are more than 100 groups that own the 535 group-owned properties. In all markets, there are about 207 groups that own or have some interest in 843 stations. That, the study says, is an average of 4.1 stations per group. That number has been flat for two years.

Group owners have shown more interest in UHF stations over the last six years. While the percentage of group operators owning VHF properties in the top 100 markets in 1990 was 89.6%, compared to 89.9% in 1988, the number of group-owned UHF stations in the top 100 markets went from 65.7% in 1988 to 66.3% in 1990. The growth is even more noticeable over the last six years. In 1984, 134 UHF stations were controlled by group owners. That number has almost doubled, to 260 in 1990. The total number of UHF stations in the top 100 markets during the six-year period went from 223 to 392—a 75% increase.

On the crossownership front, the study reports there has been an increase in the "overall co-ownership of newspaper and TV properties....Despite this increase in common ownership, a marked decline has taken place in local cross-media ownership of TV and daily newspapers." Ownership of both TV and daily newspapers in the top 100 markets declined from 27 in 1988 to 25 in 1990. In 1975, 60 TV stations were owned with local newspapers. The total number of newspaper-affiliated group owners in 1990 was 41, down five from 1988.

Besides newspaper-television cross-ownership, the study reports that as of 1990, four of the 25 largest group owners also own cable systems and 11 publish daily newspapers. Also, 15 of the top 25 group owners have a hand in program production outside of their own operations through network ownership (NBC, ABC, CBS) syndication and/or motion picture companies (Tribune, Fox, TVX). **-JF**

*Continued from page 67.*

an 81% jump in operating income, to $2.3 million. Comparable numbers for the full year were $119 million, up 11%, and $6.7 million, up 90%.

At Tribune, fourth-quarter broadcasting and entertainment revenue declined 6% to $137 million. Television revenue was up 4%, while radio was down 11%, and entertainment dropped 57%. As a result, operating profit also declined for the quarter, 13%, to $14 million. Full-year results saw an 11% gain in operating profit, to $108 million, on a 7% gain in revenue, to $624 million. The company attributed full-year improvement to "...improved results in television, which more than offset a modest downturn in radio and a decline in entertainment profit." Results also benefitted from the fact that Tribune took a $10 million programing write-down in the prior-year's second quarter.

Noticeable accounting factors were "principally" responsible for helping Media General's broadcasting division report a 101% jump in operating profit for the quarter, to $10.1 million; a 50% gain for the full year, to $24.6 million. The company said $5.3 million of the division's operating profit came from a reversal of previously estimated losses relating to the company's discontinuance of its broadcast services unit. **-GF**

Clemson, SC. Filed Dec. 18, 1990.

■ **St. George, UT** (BPH901231MC)—EH Communications Inc. seeks 95.9 mhz; 93 kw; ant. 2,030 ft. Address: P.O. Box 1194 St. George, UT 84771. Principal has no other broadcast interests. Filed Dec. 31, 1990.

■ **McCleary, WA** (BPH901224MG)—Jaime Broadcasting seeks 96.9 mhz; 25 kw; ant. 328 ft. Address: 158 N. 203rd St., Seattl , WA 98133. Principal has no other broadcast interests. Filed Dec. 24, 1990.

### Actions

■ **Holbrook, AZ** (BPH890118MF)—Granted app. of 92.1 mhz; 3 kw; ant. 328 ft. Address: 250 North Broadcasting Lane, Holbrook, AZ 86025. Principal is headed by Roy E. Friedman and Jay B. Williams and has no other broadcast interests. Action Jan. 28.

■ **Soledad, CA** (BPH880602OC)—Granted app. of Soledad Radio Ltd. for 105.3 mhz; 63 kw H&V; ant. 699 ft. Address: 329 Walnut Place, King City, CA 93930. Principal is headed by Linda M. Mauras, and Ralin Broadcasting Corp., which is licensee of KLFA(FM) King City, CA. Action Jan. 24.

■ **Lecanto, FL** (BPED890523MG)—Granted app. of the Bishop of the Diocese of St. Petersburg for 88.3 mhz; 3.8 kw; ant. 259 ft. Address: 6363 9th Ave. North, St. Petersburg, FL 33743. Principal has no other broadcast interests. Action Jan. 18.

■ **Kahaluu, HI** (BPH890504MG)—Granted app. of Shaka Broadcasting Ltd. for 106.1 mhz; 035 kw; ant. 3,198 ft. Address: P.O. Box 1570, Kealakekua, HI 96750. Principal has no other broadcast interests. Action Jan. 23.

■ **Webster, MA** (BPH871113MC)—Granted app. of Okun Broadcasting Corp. for 98.9 mhz; 3 kw H&V; ant. 328 ft. Address: Douglas Rd., Webster, MA 01570. Principal is headed by Alan S Okun, licensee of WGFP(AM), Webster, MA. Action Jan. 23.

■ **Wilburton, OK** (BPH891025MF)—Granted app. of Blue Mountain Broadcasting for 103.7 mhz; 6 kw; ant. 272 ft. Box H, Poteau, OK 74953. Principal is headed by Jeffrey D. Southmayd, who is shareholder in Leverrier Broadcasting Co. Inc., licensee OF WESI(FM) Strasburg, VA and WAPP(FM) Berryville, VA, and is also Shareholder in Austin Broadcast Service Inc., licensee of KFXI(FM) Marlow, OK. Peter W. Lechman is shareholder in Austin Broadcast Services Inc. and Peanut Whistle Broadcasting Co., and is permittee of WJNA(FM) Churchvill, VA. Action Jan. 18.

■ **Ellensburg, WA** (BPED900116MQ)—Granted app. of Washington State University for 90.7 mhz; 5 kw; ant. 2,552 ft. Address: KWSU Radio-TV Service, Murrow Center, Pullman, WA 99164. Principal is headed by Scott B. Lukins, Belinda K. Pearson, Richard R. Albrecht, R.M. Crow, Edwin J. McWilliams, Louis H. Pepper, Frances L. Scott, Kate B. Webster and William R. Wiley, and has no other broadcast interests. Action Jan. 18.

■ **Montgomery, WV** (BPH891220MG)—Granted app. of Upper Kanawha Valley Broadcasters Inc. for 93.3 mhz; 4 kw H&V; ant. 715 ft. Address: P.O Box 750 Montgomery, VW. 25136. Principal is headed by Arthur Clark, Geaorge Waters, Ted Julian and Jeffery R. Batten and has no other broadcast interests. Action Jan. 25.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Moulton, AL** WHIY(AM) 1190 khz—Jan. 16 application for CP to correct coordinates to: 34 28 57N 87 18 23W and increase tower height.

■ **Williston, ND** KQSR(AM) 660 khz—Jan. 17 application for mod. of CP (BP811120AE) to augment nightime DA pattern.

■ **Marshfield, WI** WDLB(AM) 1450 khz—Jan. 23 application for CP to change TL: .5 km SE of County Trunck E and Mann St., 3.7 km NNE of center of Marshfield, WI; 44 41 49N 90 09 20W.

#### FM's

■ **Stockton, CA** KFMR(FM) 100.1 mhz—Jan. 16 application for mod. of license (BLH791221AJ) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Savannah, GA** WEAS-FM 93.1 mhz—Jan. 18 application for CP to change ERP: 81.3 kw H&V, ant.: 981 ft.; change TL: approximately 7 km NW of I-95 on Hwy. 204, Chatham County, GA.

■ **Lahaina, HI** KPOA(FM) 93.5 mhz—Jan. 17 application for mod. of license (BLH841107LO) to increase ERP: .37 kw H&V (pursuant to docket #88-375).

■ **Clear Lake, IA** KZEV(FM) 103.1 mhz—Dec. 7, 1990 application for mod. of license (BLH7695) to increase ERP: 6 kw H&V (pursuant to docket #88-375).

■ **Fairfield, ME** (no call letters) 93.3 mhz—Jan. 16 application for mod. of CP (BPH881011ME) to change freq: 93.5 mhz; change ERP: 13.5 kw H&V; ant.: 440 ft.; TL: RFD 3, Box 5860, Skowhegan, Somerset County, ME; change to class C3 (per docket #89-467).

■ **Grasonville, MD** WBEY(FM) 103.1 mhz—Jan. 9 application for CP to change ERP: 6 kw H&V.

■ **Petoskey, MI** WJML-FM 98.9 mhz—Jan. 18 application for CP to change ERP: 52 kw H&V.

■ **Amsterdam, NY** WKOL-FM 97.7 mhz—Jan. 09 application for CP to change ERP: 2.1 kw H&V; antenna: 388 ft.; change TL: 1000 ft. N of Ridge Rd., E of intersection of Ridge Rd. and Midline Rd. Fulton County, NY.

■ **Durham, NC** (no call letters) 90.7 mhz—Jan. 24 Petition for Reconsideration filed.

■ **Wadesboro, NC** WRPL(FM) 93.5 mhz—Dec. 31, 1990 application for mod. of CP (BPH880505OT as mod.) to change ERP: 2 kw H&V; ant.: 1,151 ft.; TL: .2 km SE of Junction, NC to 18 County 1455 (per docket #89-370).

■ **Spencer, OK** KROU(FM) 105.7 mhz—Jan. 22 application for mod. of CP (BPED860703MC) to change ERP: 6 kw H&V; change ant.: 328 ft.; TL: 2122 NE 86th St., Oklahoma City, OK.

■ **Stillwater, OK** KKND(FM) 105.5 mhz—Jan. 14 application for CP to change ERP: 4.9 kw H&V.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| SERVICE | ON AIR | CPs [1] | TOTAL * |
|---|---|---|---|
| Commercial AM | 4,984 | 242 | 5,226 |
| Commercial FM | 4,372 | 929 | 5,301 |
| Educational FM | 1,438 | 298 | 1,736 |
| Total Radio | 10,794 | 1,469 | 12,263 |
| Commercial VHF TV | 552 | 18 | 570 |
| Commercial UHF TV | 563 | 184 | 747 |
| Educational VHF TV | 125 | 3 | 128 |
| Educational UHF TV | 229 | 16 | 245 |
| ■ Total TV | 1,469 | 221 | 1,690 |
| VHF LPTV | 185 | 165 | 350 |
| UHF LPTV | 594 | 1,056 | 1,650 |
| ■ Total LPTV | 779 | 1,221 | 2,000 |
| FM translators | 1,863 | 318 | 2,181 |
| VHF translators | 2,714 | 97 | 2,811 |
| UHF translators | 2,248 | 382 | 2,630 |

### CABLE

| | |
|---|---|
| Total subscribers | 53,900,000 |
| Homes passed | 71,300,000 |
| Total systems | 10,823 |
| Household penetration† | 58.6% |
| Pay cable penetration | 29.2% |

* Includes off-air licensees. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.